



# RFID LABELS

As more retailers begin to require this cutting edge technology for inventory control, we have the expertise needed for product labels to meet the demand.



## WHAT IS RFID?

RFID uses radio frequency signals to identify tagged items. These tags can store a variety of information. We provide the capability to use these as electronic barcodes storing EPC data. Their biggest advantage over standard barcodes is that there is no requirement for direct line of sight when reading tags and many tags can be read at the same time.

## WHAT ARE RFID TAGS?

An RFID tag is an integrated circuit made up of a chip that stores data and an antenna which receives and broadcasts signals. To read a tag, radio frequency waves are emitted from an interrogator initiating tags to broadcast their data which can then be used in a variety of ways. We use passive RFID tags which require power from an interrogator generated radio frequency field. These tags are small, light and inexpensive when compared to active tags.

## WHAT INDUSTRIES BENEFIT FROM RFID?

- Retail/Warehouse inventory
- Pharmaceutical
- Logistics
- Airline bag tags
- Labels for Medical and Legal Files
- Defense Industry Asset Tracking

## HOW DO I GET STARTED

We recommend utilizing the GS1 RFID serialized encoding standard (EPC field), GS1 RFID tag placement standards, and Auburn University RFID Lab ARC inlay standards. This ensures you'll be participating in a high-quality standardized system which can be made accessible to anyone you wish to integrate with.

1. Identify the ways that RFID can help improve your operations
2. Determine what information is needed in a tag for your application
3. Contact us for Alec approval (<https://rfidlab.org/alec-submissionform/>)
4. Determine which inlay is required for your application
5. Coordinate with us to have your labels printed with tags applied



Your trusted trade partner.

FOR INQUIRIES CONTACT: [rfid.info@discountlabels.com](mailto:rfid.info@discountlabels.com)