

## Press Release

SML Group Limited

January 09<sup>th</sup>, 2014

### **SML Group announces the opening of its EMEA RFID Technology and Innovation Center in the UK**

On Thursday, December 12th, SML group opened what is to be the first of its three global RFID Technology and Innovation Centers. The center is located at Corby, Leicestershire, a town 75 miles north of London and home to SML's UK operations. The group has plans to open a second center in the USA and a third in Hong Kong by 2014.



The UK Technology and Innovation Center has a large RFID laboratory and will enable SML to develop new RFID inlays and tags that will address the growing demand for RFID Tickets and Labels in the retail apparel and textile markets. Specialized equipment will enable SML RFID engineers and SML customers to collaborate on innovative development that will also be aiming at new markets, including cosmetics and food.

In addition to opening the Technical Center, the UK facility will now produce RFID inlays and convert RFID Tags, Tickets and Labels in order to meet the demand for RFID in retail chains across Europe.

In his opening address, Shane Clarke, General Manager SML UK, stated that the Technology and Innovation Center would be at the disposal of all SML customers. “We encourage all of our customers to use our laboratory and testing facilities whenever they wish and free of Charge. If you simply require the use of our anechoic chamber for a few hours or want to run a week of product testing by category, we encourage you to make use of this facility.”

“It is SML’s desire to design and build the most innovative RFID products across the world,” Philip Calderbank, SML VP of Global RFID, told the audience, but in addition we are also determined to work closely with our customers in both the retail stores and throughout the retail supply chain.

“We see big demand for RFID products and solutions across the supply chain and in the store.” Applications such as On Shelf Availability, Auto Audit in Scan and Pack Operations, Omni Channel and EAS/RFID are all points where RFID technology can produce very big benefits for Retail, Brand Owners and Suppliers. Coming soon we will see RFID on Cosmetics and Food.

“We aim to be at the forefront of this market development and these Technology Centers will enable our teams to pursue technology innovation and ensure that our customers are well positioned to take full advantage of the RFID technology.”

### **About SML Group**

SML is a global total brand identification solutions provider serving an international clientele consisting of top fashion brands and some of the largest retailers in the world. Its wide range of high quality products includes woven labels, printed fabric labels, EAS, RFID, heat transfer, packaging, specialty trims, printed paper products, etc. With presence in over 30 countries and wholly-owned manufacturing facilities around the world, it is committed to effectively and efficiently serving the worldwide needs of clients and exceeding their expectations in quality, price, service and speed. The SML ViziT™ brand provides for RFID item visibility with EAS-type loss prevention and includes RFID-enabled labels/tickets/hangtags, as well as EPC serial-number chip encoding which is provided through a network of globally located service bureaus. A cloud-based IT data management solution completes the ViziT™ package.

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