

Press Release

SML Group Limited
March 26th, 2013

SML GROUP LTD AND NORDIC ID JOIN FORCES

Integrated plug-and-play RFID solutions cost less, and simplify implementation

Implementing RFID just became a lot easier for businesses worldwide. SML Group Ltd., a global supplier of brand identification labels and RFID data solutions, and Nordic ID, an RFID technology specialist, have joined forces to bring a new range of cost effective and easy to use RFID applications designed for the apparel retail and brand owner supply chain markets.

The two companies have developed intuitive RFID solutions that bring benefits to both the retail and brand owner communities by simplifying the operation of item level apparel tracking. The new 'bundled' solutions offer Nordic ID RFID handheld readers that have been configured to run with SML's ViziT retail and supply chain applications. Offered as a complete package and included as part of the RFID label cost, the readers are specifically tuned to achieve the best possible read/write performance.

The initial package is designed for in-plant applications, allowing RFID labels to be printed and encoded at the garment manufacturers' site. In-plant EPC Print/Encoding enables fast delivery when RFID labels, need to meet tight manufacturing schedules.

Additional supply chain and retail applications are planned for release in 2013. "We worked hard to build software applications on our readers that interface with the SML ViziT program and we have strived to offer a simple solution that is easy to install and simple to operate. Nordic ID readers are now designed to fully integrate to the SML ViziT data management and encoding solutions, and allow a retailer or brand owner to simply switch on and play. It's an exercise in simplicity and reduced cost and we are pleased to demonstrate this with the new SML In-plant package." says Jorma Lalla, Nordic ID's CEO.

"We are very excited to announce our partnership with Nordic ID," says Philip Calderbank, SML's VP Global RFID. It comes just as we prepare to launch the ViziT In-plant EPC labeling solutions.

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"The relationship is another step in our goal to deliver a 'One Stop Shop' for all retail and supply chain RFID applications. Our aim is to deliver a complete and easy to use package that can be included as a part of the SML label cost."

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 include woven labels, printed fabric labels, EAS, RFID, heat transfers, 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 for RFID enabled labels/ticket/hang tags, along with EPC serial number chip encoding which is provided through a network of globally located Service Bureau's. A cloud based IT data management solution completes the ViziT package.

About Nordic ID Oy

Nordic ID is a Finland-based provider of mobile RFID computers and fixed RFID readers for retail, logistics and industrial applications. The company was founded in 1986 and their reader solutions are the devices of choice for many of the world's top retailers. Every Monday between 10:00 AM and 11:00 AM GMT approximately 1 billion transactions are made with Nordic ID devices, including Nordic ID Morphic, a pocket-sized RFID mobile computer that also functions as a mobile phone; Nordic ID Merlin, an RFID and barcode reader designed for heavy use; and Nordic ID Sampo, a family of high performance fixed RFID readers.

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