

The definitive **guide to RFID**

How to successfully **implement RFID**
solutions in your company

Checkpoint 

M750-B3

Checkpoint 

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Embark on a captivating journey through the dynamic realm of radio frequency identification (RFID) technology, where pioneering companies and forward-thinking organizations are leveraging its capabilities to revolutionize the competitive landscape, streamline operations, and deliver unparalleled customer experiences.

But what lies ahead in the horizon for RFID? The global RFID technology market presents three distinct growth perspectives up to the year 2031.





Introduction

Optimistic
Scenario CAGR
of **11.9%**

In the most optimistic scenario, a significant increase is anticipated with a projected compound annual growth rate (CAGR) of **11.9%**, aiming to reach approximately **US\$ 28,751.7 million**. This growth is underpinned by the introduction of new products and enhancements to meet the growing market demands, alongside the rising need for logistics and transportation services.

Likely
Scenario CAGR
of **9.9%**

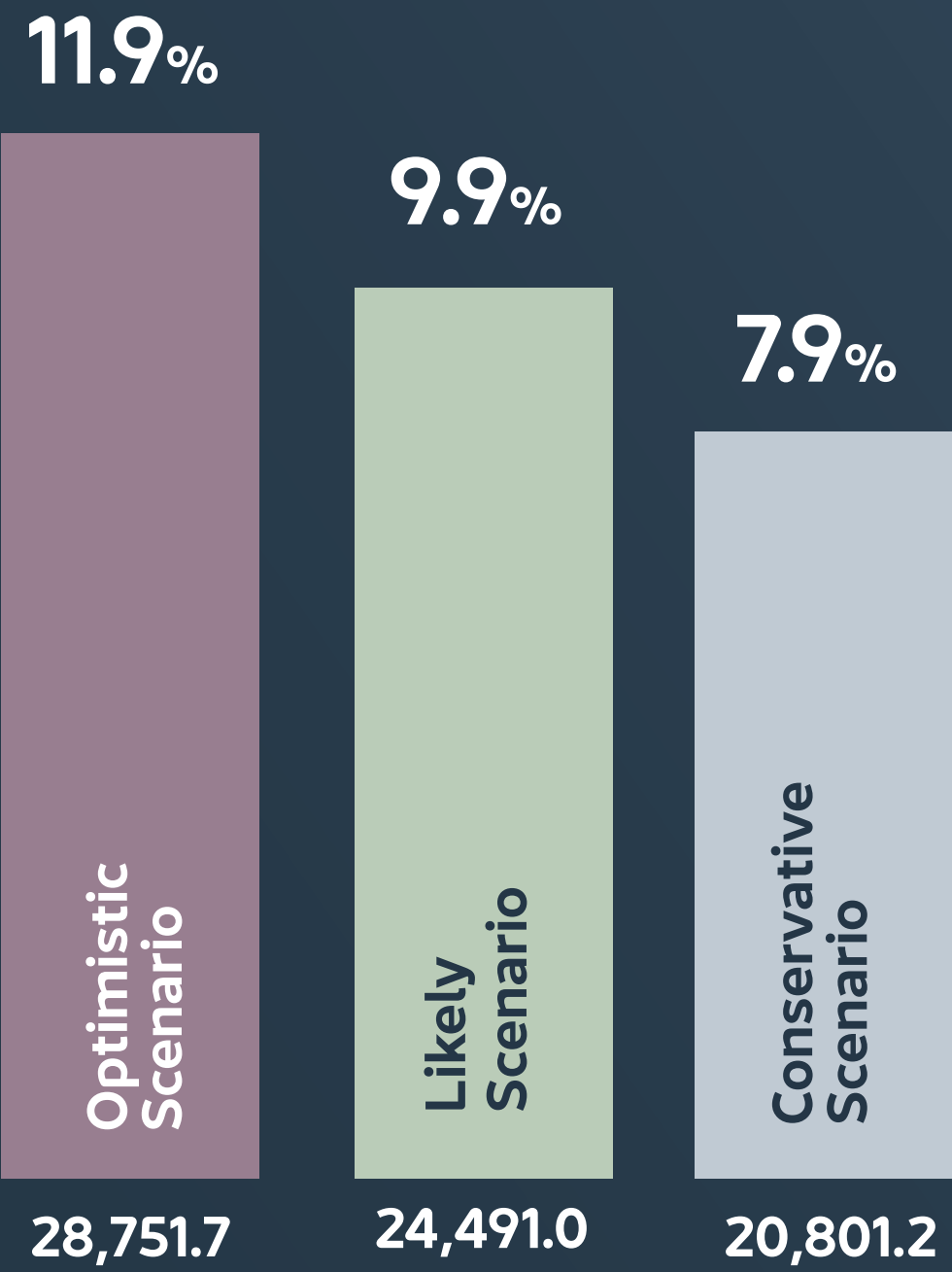
Conversely, a more probable scenario foresees continuous growth with a **CAGR of 9.9%**, estimating a reach of around **US\$ 24,491.0 million by 2031**. This upsurge is driven by the increasing awareness of patient safety, tracking expensive medical devices, and the expanding use of RFID tags across various industries.

Conservative
Scenario CAGR
of **7.9%**

However, in a more conservative outlook, a more moderate growth with a **CAGR of 7.9% is expected, projecting an estimated value of US\$ 20,801.2 million by 2031**. This growth is hindered by the high manufacturing costs associated with RFID tags, potentially constraining market revenue expectations.

CAGR (2022-2031)

Source: Prudour, 2021



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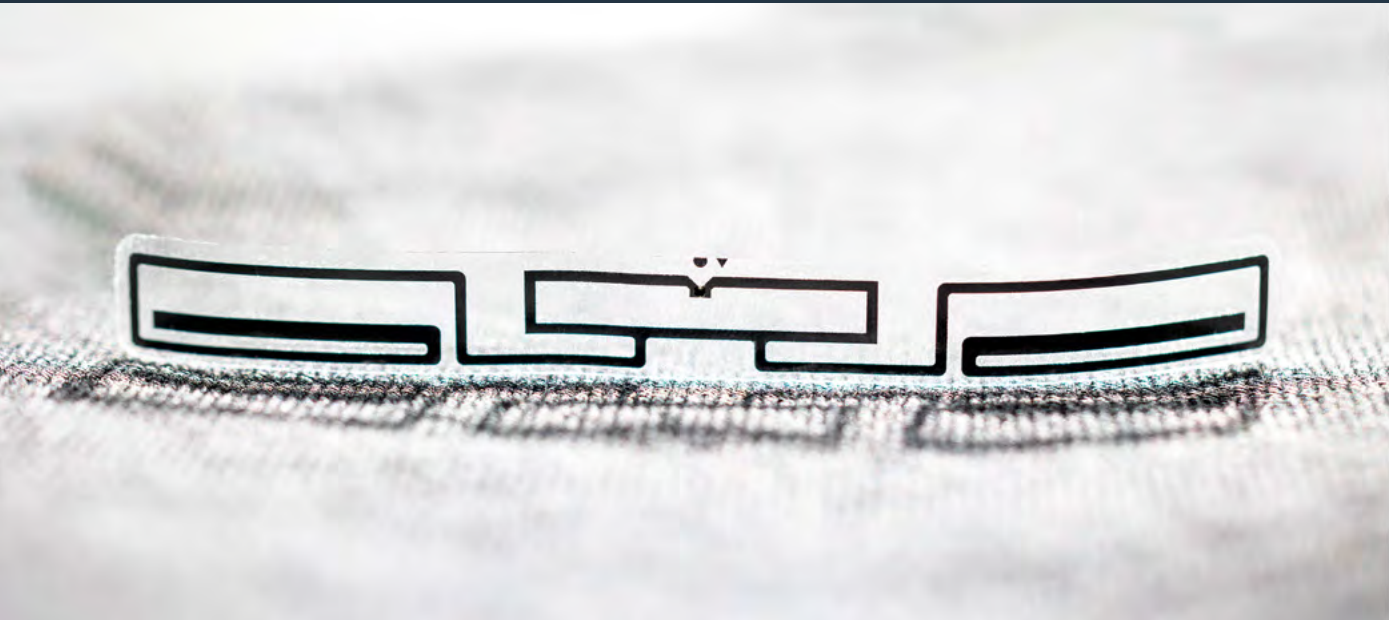
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Within this guide, we'll embark on a journey to unravel the mysteries of RFID, delving into its fundamentals, operational mechanisms, and its pivotal role in modern commerce. Prepare to explore a multitude of applications showcasing RFID's capabilities, as we uncover its significance across diverse industries and scenarios.

Whether you're a curious enthusiast or a business owner seeking operational optimization, this guide serves as your roadmap to understanding and harnessing the transformative power of RFID technology. Get ready for an enlightening journey across the vast landscape of RFID technology, where innovation knows no bounds.





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What is an RFID system? Everything you need to know.

Radio Frequency Identification (RFID) technology is a tool that is revolutionizing how businesses manage inventories, track assets, and enhance security.

At its core, RFID is a radio wave system that allows data transfer between a reader device and an RFID tag. These tags are like small computers capable of storing and transmitting information.

They can be attached to virtually any object, from products in a warehouse to medical equipment in a hospital. In that sense, when an RFID reader sends a signal, the RFID tag responds with its stored data, allowing quick and accurate identification of the object it is attached to.

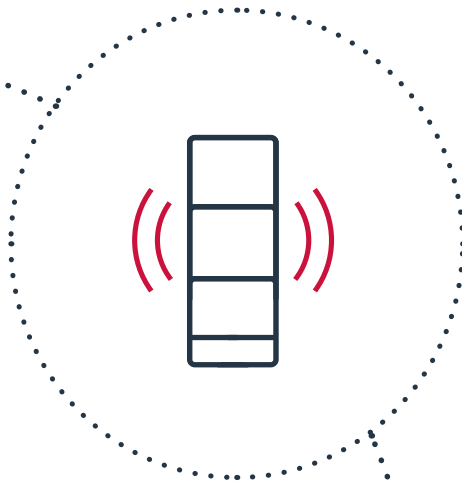
TAGS

Store data and respond to signals from the reader.



ANTENNAS

Act as intermediaries, facilitating data transmission between tags and readers.



Key Components of RFID Technology



SOFTWARE

Manages the collection and analysis of data from RFID readers, providing a comprehensive view of the collected information.



READERS

Communicate with tags, capture their information, and send it to the central system.



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Benefits of RFID Technology

The adoption of RFID technology offers a series of benefits for businesses:

Efficiency

RFID simplifies and accelerates data capture, reducing errors associated with manual input and optimizing operational processes.

Real-time tracking

With RFID, it is possible to continuously and in real-time track assets, inventories, and personnel, improving visibility and control across all operations.

Enhanced security

RFID technology can strengthen security systems through access control, counterfeit prevention, and asset tracking, providing greater peace of mind and protection.



Cost savings

By automating tasks and minimizing errors, RFID can generate significant long-term savings by reducing operating costs.

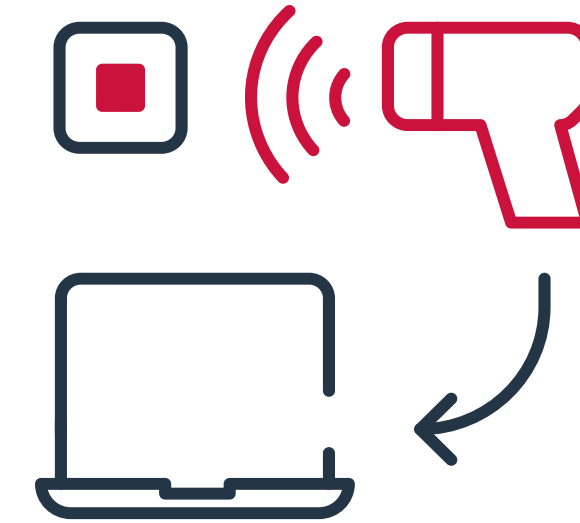
Brands such as **Mixer & Pack**, a leading cosmetics company, and **JBC**, a major Belgian clothing retailer, have both experienced significant benefits from adopting RFID technology in their operations. Mixer & Pack has enhanced the traceability and safety of its perfumes by integrating RFID coding tunnels into its production line, enabling accurate tracking and improved visibility across the supply chain. Similarly, JBC has streamlined its supply chain and improved inventory management by deploying RFID labels in apparel manufacturing and RFID tunnels in its warehouse, resulting in reduced errors, increased efficiencies, and a more seamless shopping experience for customers. **These success stories highlight the transformative impact of RFID technology on operational excellence and customer satisfaction.**

In addition to the benefits, it is important to highlight some key features of RFID, such as its ability to operate without direct line of sight, its resilience in challenging environments, its wide range for both reading and writing, and its ability to handle large volumes of data at high speed.



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How does RFID technology work?



01

Initialization

When an RFID reader initiates communication, it sends a radio signal within a specific frequency range.

02

Tag response

RFID tags within the reader's range pick up the signal and activate. In the case of passive tags, they obtain power from the reader's signal. Active tags have their own power source and are always ready to respond.

03

Data transmission

Activated RFID tags transmit their stored data, which may include unique identifiers, product information, or other relevant data, back to the RFID reader.

04

Data processing

The RFID reader processes the data received from the tags. Depending on the application, this data can be used for various purposes, such as updating inventory records, granting access, or tracking assets in real-time.

05

Action

Based on the processed data, the RFID system can trigger specific actions, such as updating a database, activating an alarm, or opening a door.

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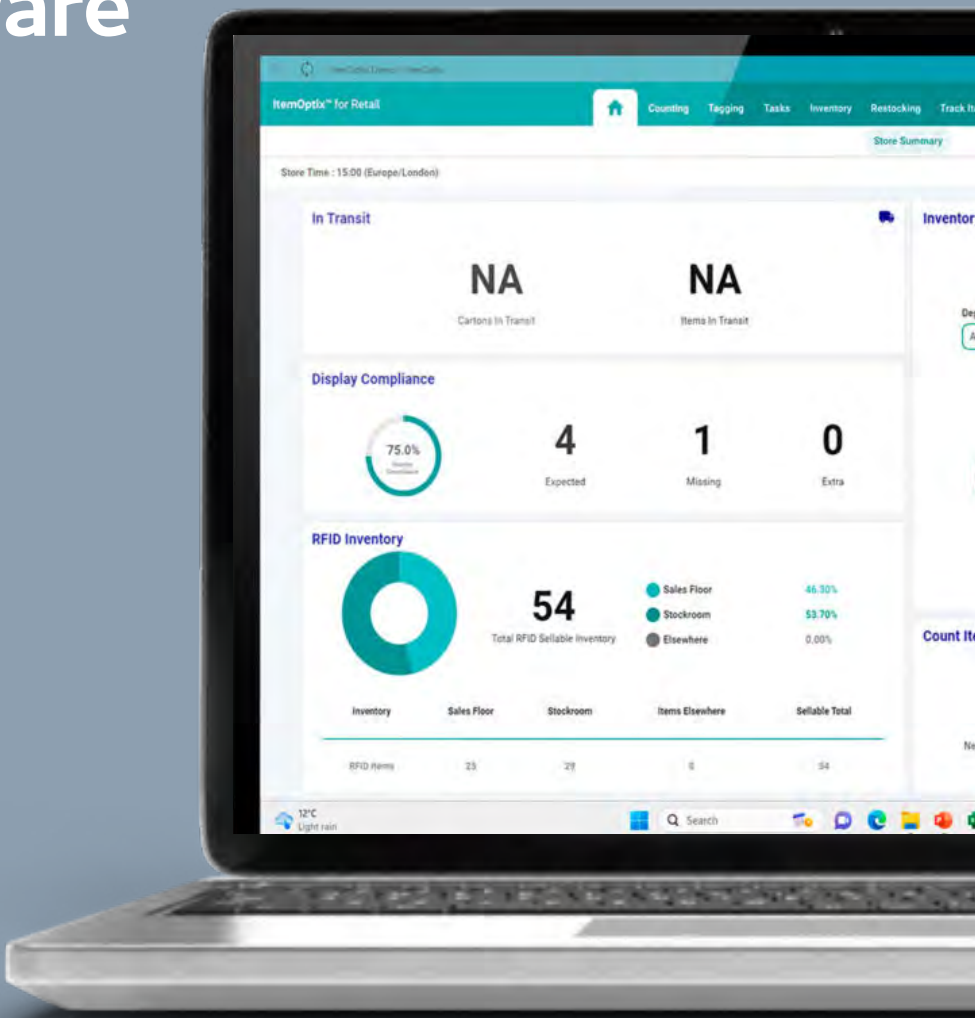
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What are the key components of an RFID system?

To fully understand how RFID technology works, it is essential to understand its key components:

RFID Software



RFID tag



RFID Hardware





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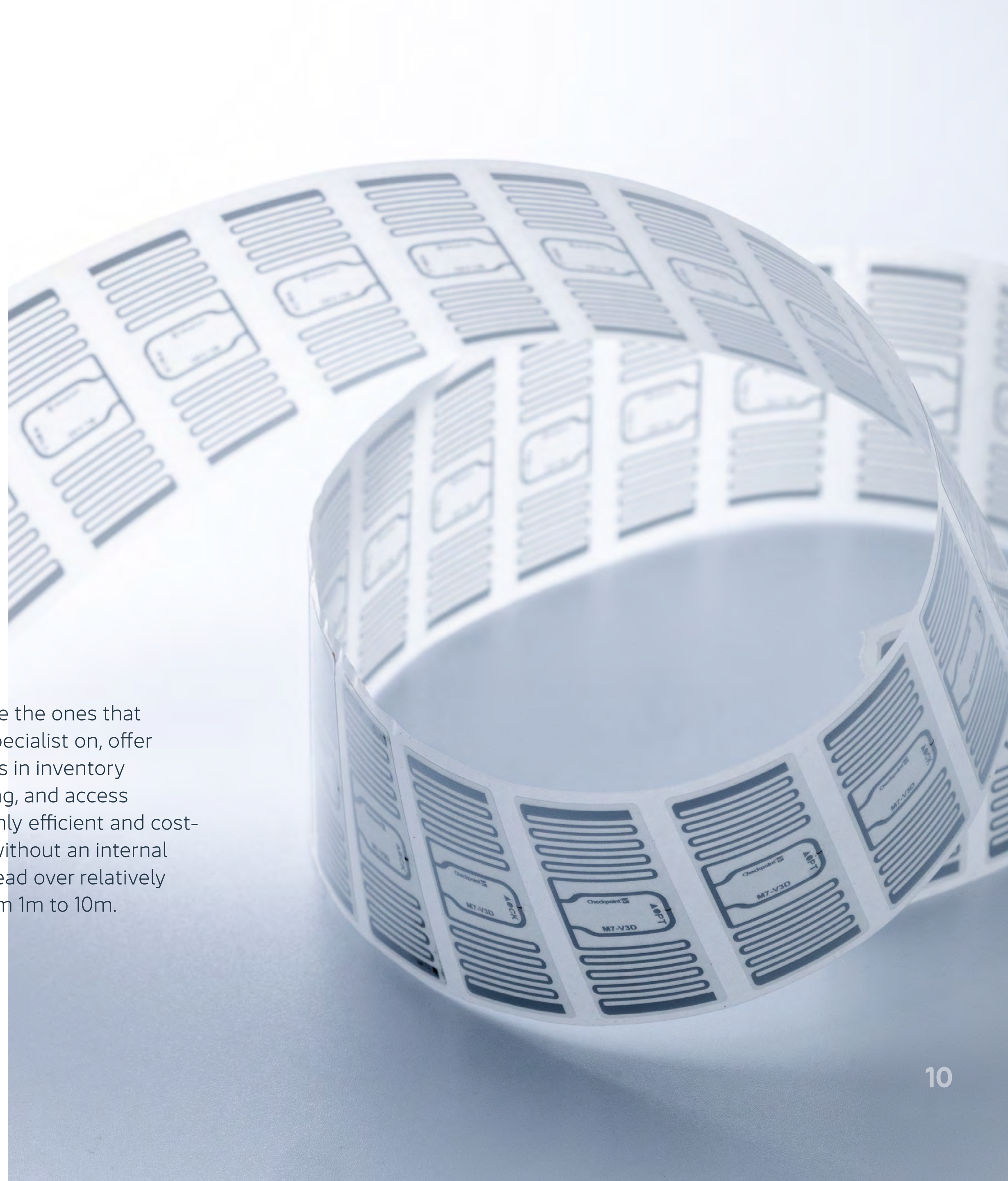
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1. RFID tag

RFID tags are the heart of the system. These small but powerful tags are equipped with a chip and an antenna that allow them to communicate with RFID reader devices.

There are several types of tags, ranging from passive tags that obtain power from the reader's signal to active tags that have their own power source. Additionally, there are specialized tags for various applications, such as NFC tags for mobile payments or specific tags for asset tracking.

Passive UHF tags, which are the ones that Checkpoint Systems is a specialist on, offer a wide range of applications in inventory management, asset tracking, and access control. These tags are highly efficient and cost-effective, as they operate without an internal power source and can be read over relatively long distances, ranging from 1m to 10m.





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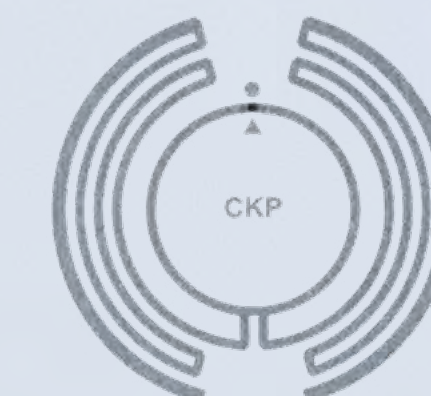
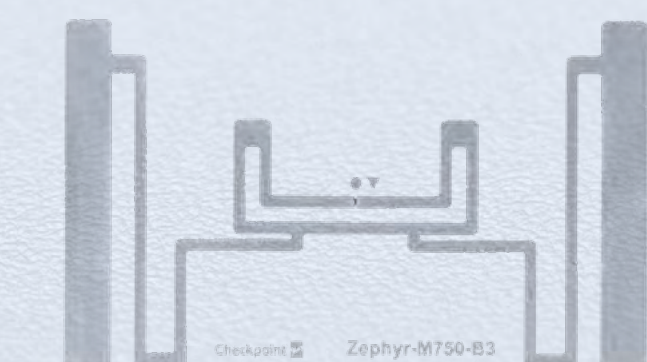
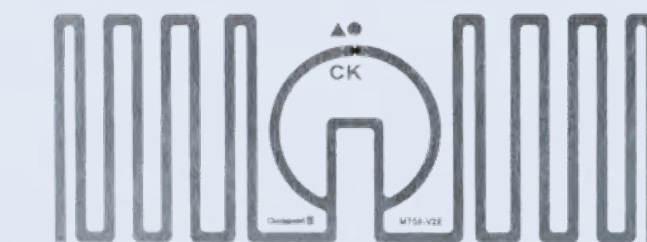
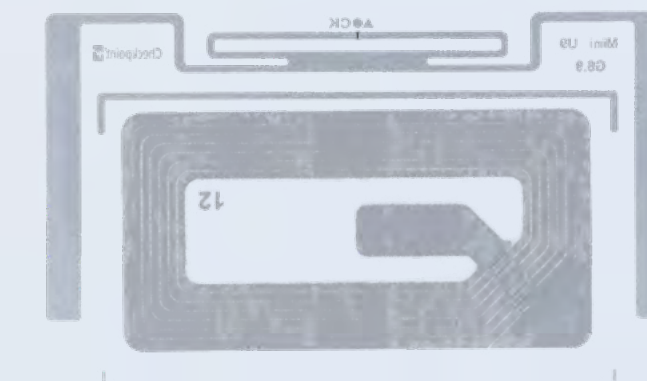
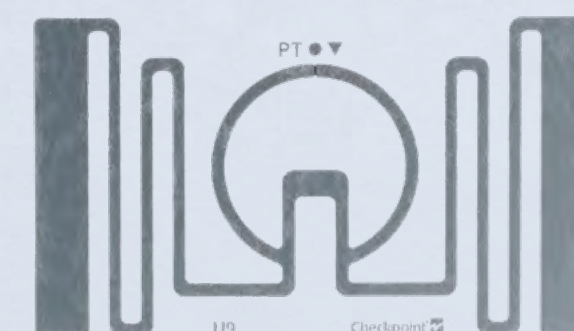
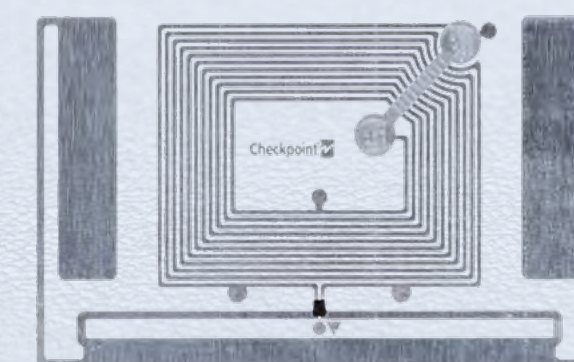
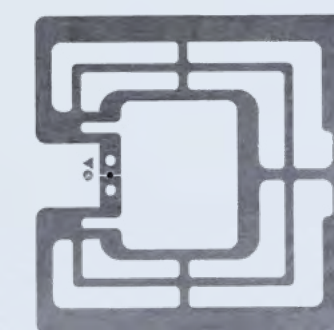
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1. RFID tag

Passive UHF tags come in a variety of formats adaptable to various needs and environments

From adhesive stickers, ideal for applications on items, packages, or assets, to rugged tags encapsulated in plastic or metal, specially designed for demanding industrial environments. Hanging tags are perfect for inventory management and theft prevention in retail environments, while wristbands with integrated tags are useful for access control at events, hospitals, or amusement parks.

Additionally, RFID inlays offer flexibility by being integrated into substrates such as PET or paper, allowing adaptation to different shapes and products.





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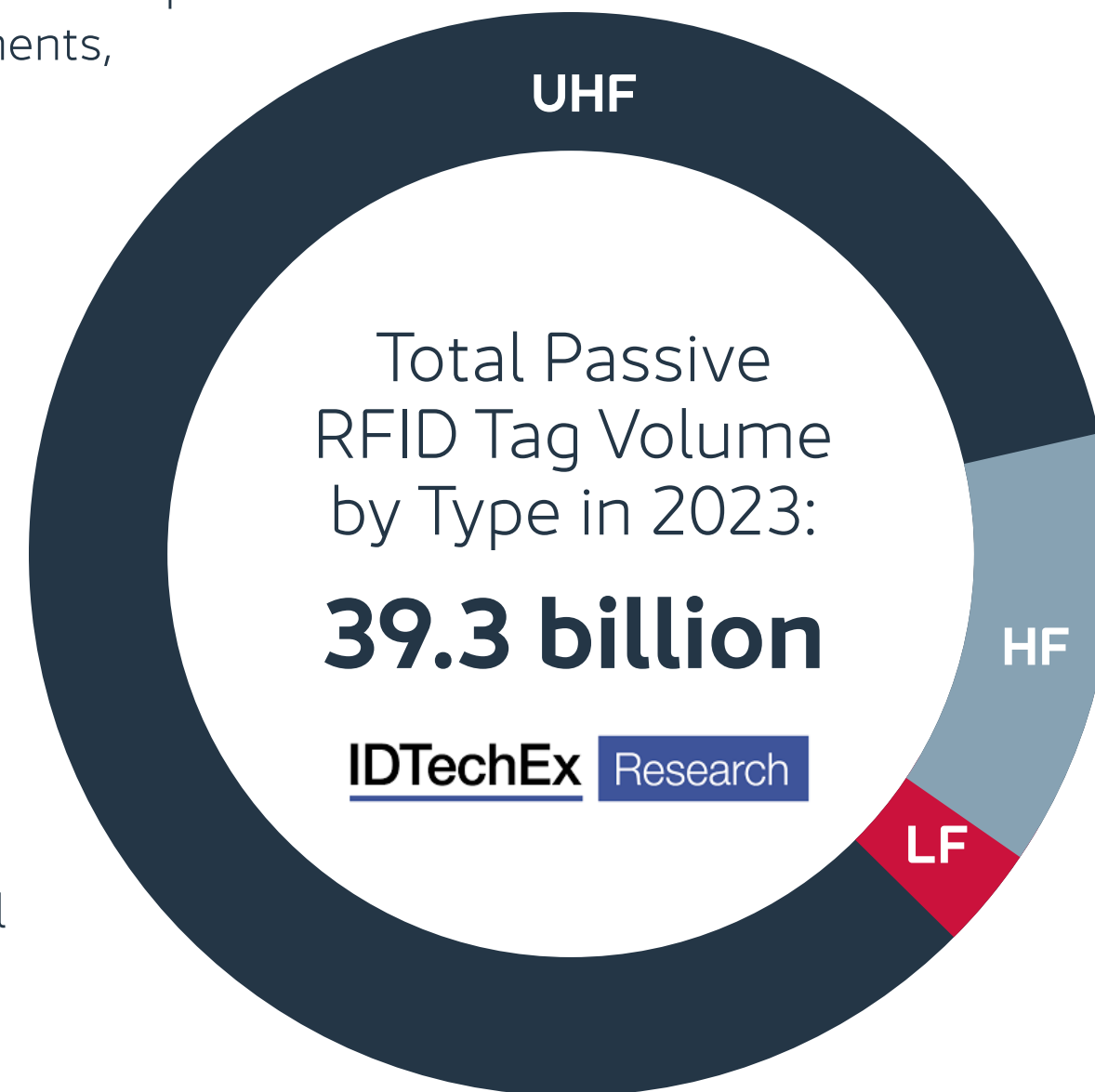
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From plastic cards for access control or employee identification to tags integrated into products during manufacturing, each format meets specific criteria such as application requirements, product type, and available budget.

Latest IDTechEx research estimates that there is an estimated 39 billion passive RFID tag volume in 2023. It notes that most systems are UHF, covering frequency ranges from 300Mhz to 3Ghz and are readable at more than 12 meters. In second place, with quite a difference, we find HF systems, mostly used for ticketing, payment and data transfer applications, and with LF in third place with a minimal representation.



UHF: Ultra High Frequency
HF: High-Frequency
LF: Low Frequency



Inge Fleuren

Global Product Solution
Manager of RFID
Checkpoint Systems

In our pursuit of innovation, we've recognized the importance of staying ahead of the curve. Through continuous improvement, we've identified the demand for dual tags, merging UHF and NFC technologies. This realization has led us to a significant milestone, where we're able to offer comprehensive solutions within a single device."



1. RFID tag

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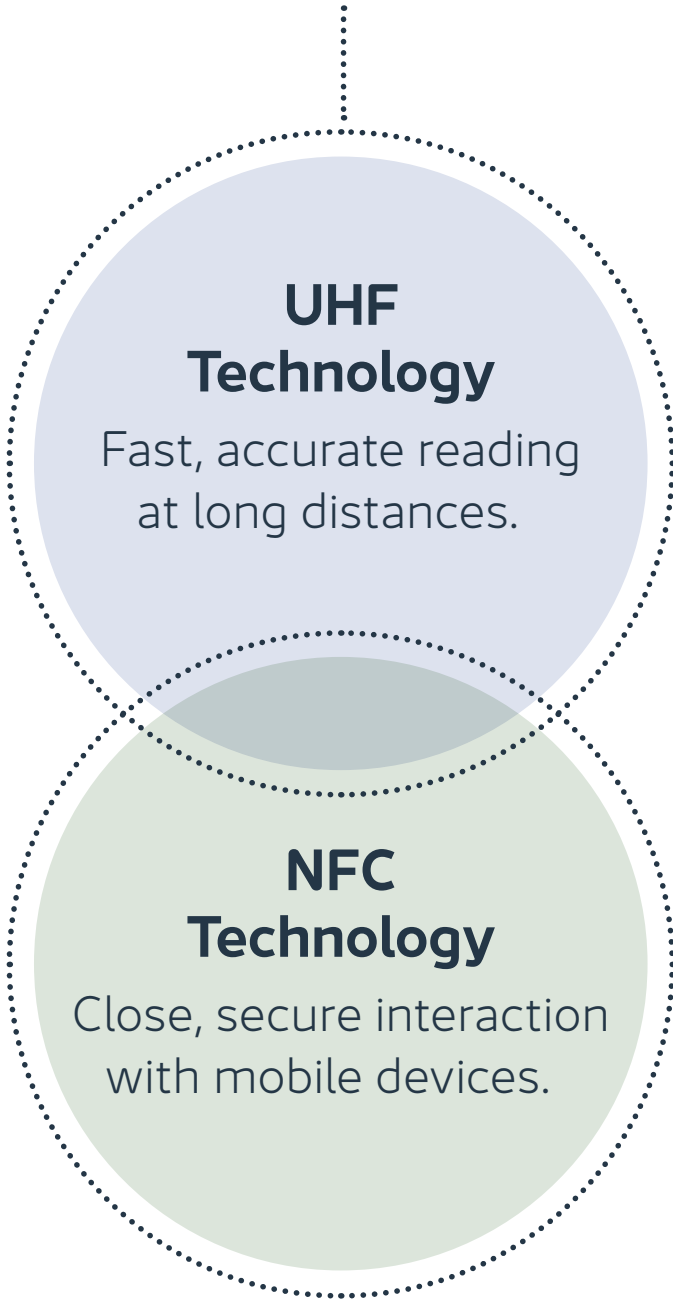
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Dual UHF-NFC tags herald a revolution in the way RFID technologies are utilized:

- **UHF technology** ensures fast and accurate reading at long distances, making them ideal for applications requiring efficient tracking in large-scale environments such as warehouse inventory management or supply chain logistics.
- **NFC technology** provides close and secure interaction with mobile devices, opening a myriad of possibilities for applications such as mobile payments, product authentication, and interactive marketing.

Exploring the Possibilities of **Dual Tags**



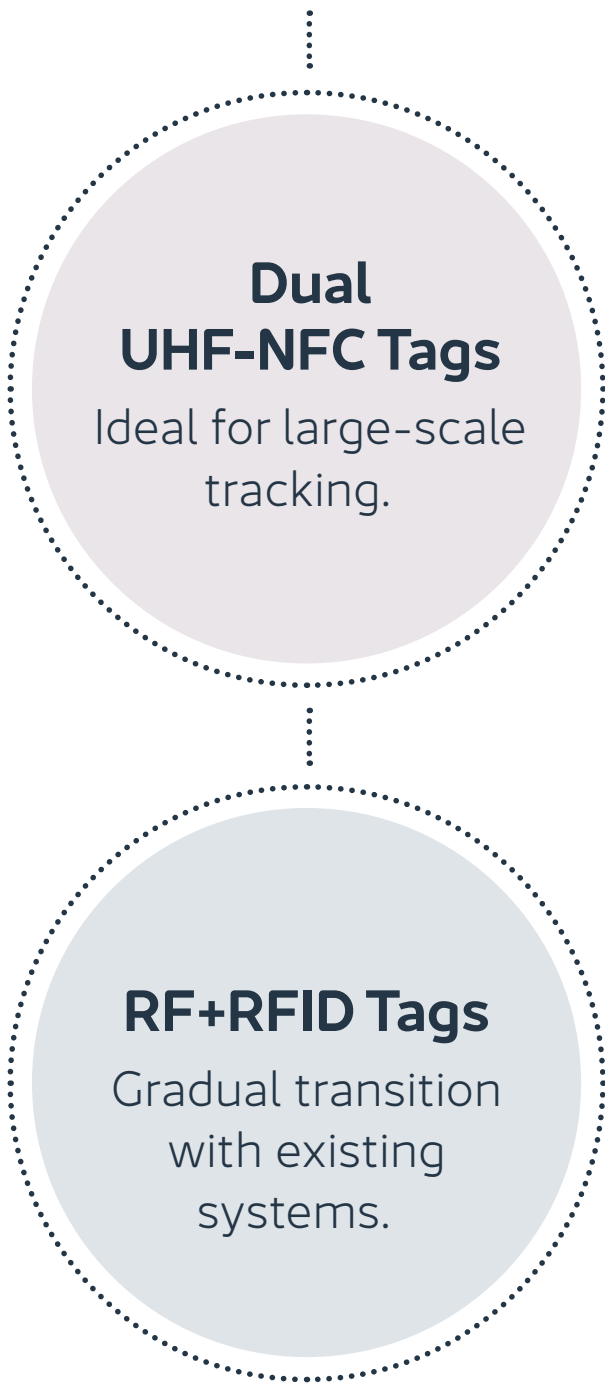
In addition to dual UHF-NFC tags, Checkpoint also discovered the real need and the multiple benefits of having **RF+RFID tags**. These combined tags are designed to provide a smooth and gradual transition to more advanced technologies. They are particularly useful for clients looking to harness the benefits of RFID while still needing to maintain compatibility with existing RF-based systems.

RF+RFID tags offer unparalleled flexibility by allowing companies to upgrade their identification systems without disrupting their daily operations. This facilitates the progressive adoption of more advanced technologies, providing clients with the reassurance that their investment in infrastructure is not wasted and that they are future-ready.

In summary, both dual **UHF-NFC tags** and **RF+RFID tags** represent an exciting evolution in the field of radio frequency identification.

These versatile and cutting-edge solutions not only enhance operational efficiency but also open up a world of possibilities for innovative applications across a wide range of industries.

Unlocking Opportunities with **RF+RFID Tags**





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2. RFID Hardware

The RFID hardware encompasses a wide range of essential components for the effective operation of systems.



RFID readers

RFID readers, which transmit and receive radio signals to communicate with tags, are available in different configurations such as fixed readers, handheld readers, and others.

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RFID antennas for Point of Exit



RFID antennas for loss prevention, are another crucial component, transmitting and receiving signals between readers and tags in different shapes and sizes, such as linear polarized or circular antennas, integrated into readers or installed separately for specific applications such as portals or gateways.



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RFID Point of Sales



RFID hardware for POS systems, including tags and readers, enhances retail efficiency by automating checkouts, reducing errors, and improving inventory management. This investment speeds up transactions and boosts customer satisfaction.



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RFID printing & encoding devices



RFID printing and encoding devices are essential for printing information on RFID tags, with models capable of printing labels, cards, or tags with integrated RFID chips, and additional features such as encoding verification and connectivity options.



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2. RFID Hardware



Portable RFID devices



Portable RFID devices, such as handheld readers, allows the reading and writing of RFID tags in the field, commonly used in operations such as inventory management, asset tracking, and field services.

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RFID DC Solutions

RFID tunnels, cabinets, tables or dock door portals are fixed installations equipped with readers and antennas to monitor the movement of tagged items through specific locations. These systems ensure efficient tracking and inventory management and may include features such as sensors, alarms, and integration with access control systems to enhance security and operational efficiency.



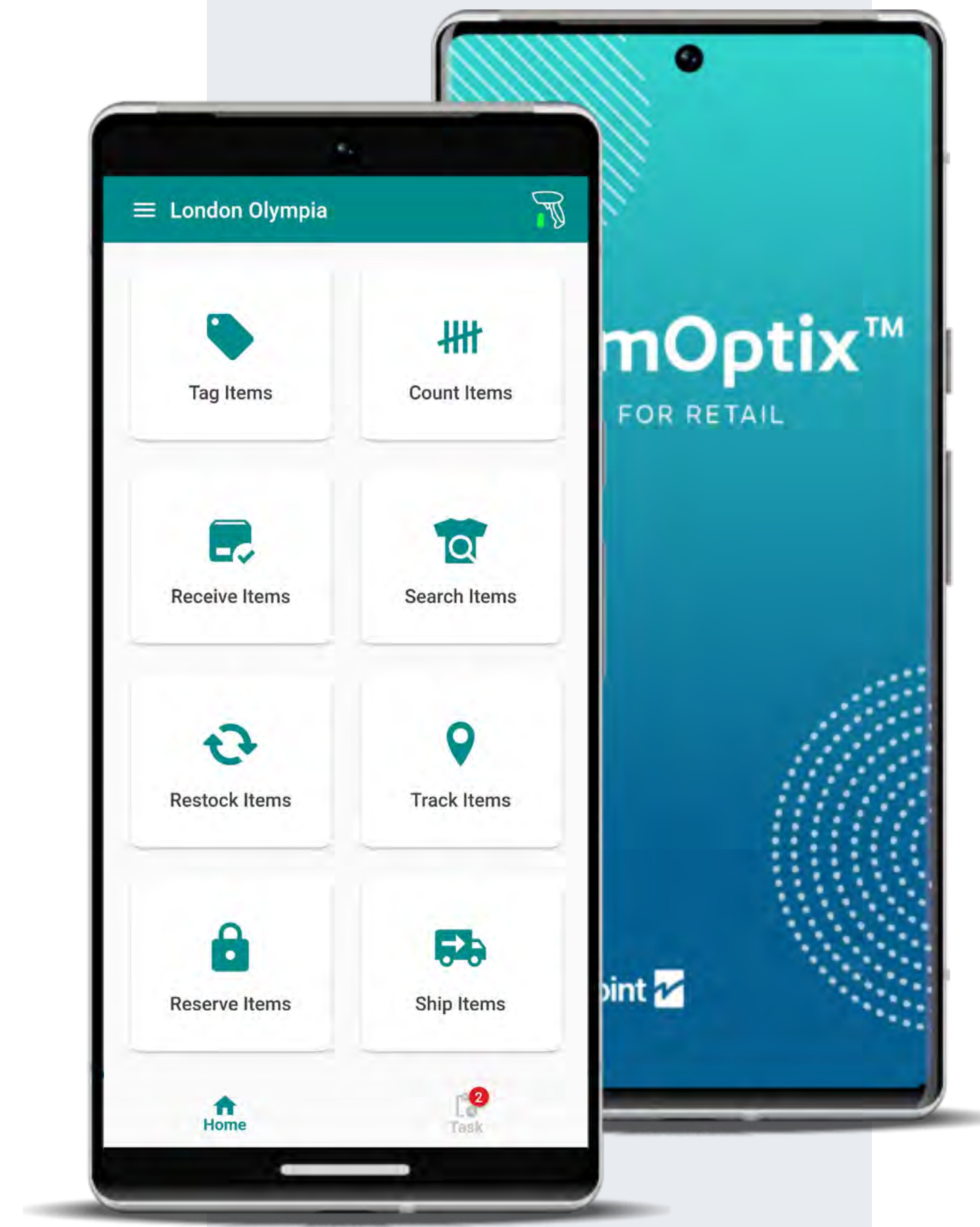
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3. RFID software

RFID software is like the brain behind the scenes, making things run smoothly in various industries.

It's all about making tasks easier, like keeping track of inventory, monitoring assets, and controlling access. Thanks to RFID software, businesses can operate more efficiently than ever before.

There's a whole world of possibilities with RFID software. It helps with everything, from managing inventory and preventing losses to tracking valuable assets and ensuring products are displayed correctly. Each application solves specific problems and helps businesses work smarter.



Take inventory management, for example. It's crucial for keeping just the right amount of stock on hand and meeting customer needs. Then there's loss prevention, which helps protect assets and profits by reducing theft or shrinkage.

Asset tracking is another important task made easier with RFID software. It lets businesses know where their valuable resources are and ensures they're used efficiently, reducing the chance of loss or misplacement. And let's not forget about display compliance, which ensures products are presented consistently across different retail settings, meeting regulatory standards and maintaining brand integrity.

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3. RFID software

At Checkpoint, our ItemOptix software is leading the way in RFID solutions.

It seamlessly connects with existing systems like Warehouse Management Systems, giving businesses full visibility and control over their inventory and assets. With its user-friendly interface and customizable features, ItemOptix can be tailored to fit any business's unique needs, making operations smoother and more adaptable.

With RFID software like ItemOptix, businesses can unlock a whole new level of efficiency and success. From streamlining workflows to improving accuracy and compliance, the possibilities are endless.



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6 industry applications of RFID

In the vast landscape of technological advancements, few innovations have had as profound an impact as Radio Frequency Identification (RFID) technology. From revolutionizing supply chain management to improving retail experiences, RFID has become an indispensable tool across various industries.

In this chapter, we delve into the diverse array of applications where RFID shines brightest, illuminating how this versatile technology is reshaping business operations, improving efficiency, and driving innovation. From warehouses to retail stores or transportation hubs, RFID is making its mark felt in myriad ways,

unlocking new possibilities and redefining traditional paradigms.

Discover real-world applications of RFID technology, where we explore its role in enabling visibility, optimizing processes, and delivering value across industries. From tracking inventory with pinpoint accuracy to ensuring the safety and security of products, assets, and individuals, RFID drives positive change and enables organizations to thrive in an increasingly dynamic and interconnected world.

Let's dive in and uncover the endless possibilities that RFID technology offers across industries.



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6 industry applications of RFID

1. General Merchandise

In the world of general merchandise retail, where giants like Walmart, Target, and Tesco dominate the landscape, efficient inventory management is a cornerstone to ensure competitiveness and customer satisfaction.

RFID technology emerges as a transformative element, offering essential features that boost product availability on shelves and optimize inventory management throughout the supply chain.

RFID technology has been increasingly adopted by General Merchandise retailers worldwide to improve operational efficiency, improve customer experiences, and drive sales.





6 industry applications of RFID

1. General Merchandise

In summary, the adoption of RFID technology in general merchandise is not only essential to stay competitive in today’s market but also sets the stage for future innovations and improvements in the customer experience.



Inventory Precision

RFID technology revolutionizes inventory management for retailers of General Merchandise, delivering unparalleled accuracy and visibility.



Real-Time Visibility

Maintaining real-time inventory visibility is paramount to ensure product availability and meet market demands promptly. RFID technology enables continuous stock level monitoring, streamlining operations, minimizing waste, and improving product traceability for an optimal customer experience.



Enhanced Theft Management

RFID technology significantly bolsters retail loss prevention by enabling more effective theft detection and deterrence.



Operational Efficiency

Automating pivotal processes like goods receipt and inventory audits liberates staff resources for strategic endeavors.



Omnichannel Integration

RFID seamlessly integrates online and in-store sales channels, optimizing services like “buy online, pick up in-store.” This enriches the customer journey with flexible purchasing and delivery options, adapting to diverse platforms and sales systems.



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2. Food & Beverage

The food and beverage industry faces unique challenges ranging from inventory management to product quality tracking. Lack of visibility in the supply chain, tracking difficulties, and operational efficiency issues can lead to disorder that affects customer satisfaction.

Additionally, UNEP FOOD WASTE INDEX REPORT 2021 estimates that about 931 million tons of food waste will be generated in 2019, 26 percent from food services and 13 percent from retail trade. In other words, 7 percent of global food production is thrown away by supermarkets or retailers¹.

Addressing Industry Challenges with RFID Solutions:

¹ (United Nations Environment Programme (UNEP) and WRAP organization, 2021).

RFID Bottle Digitalization (BottleID™)

Wine, champagne, and spirits industries can utilize RFID technology to assign a unique digital identity to each bottle, enhancing traceability and quality control in distribution channels.



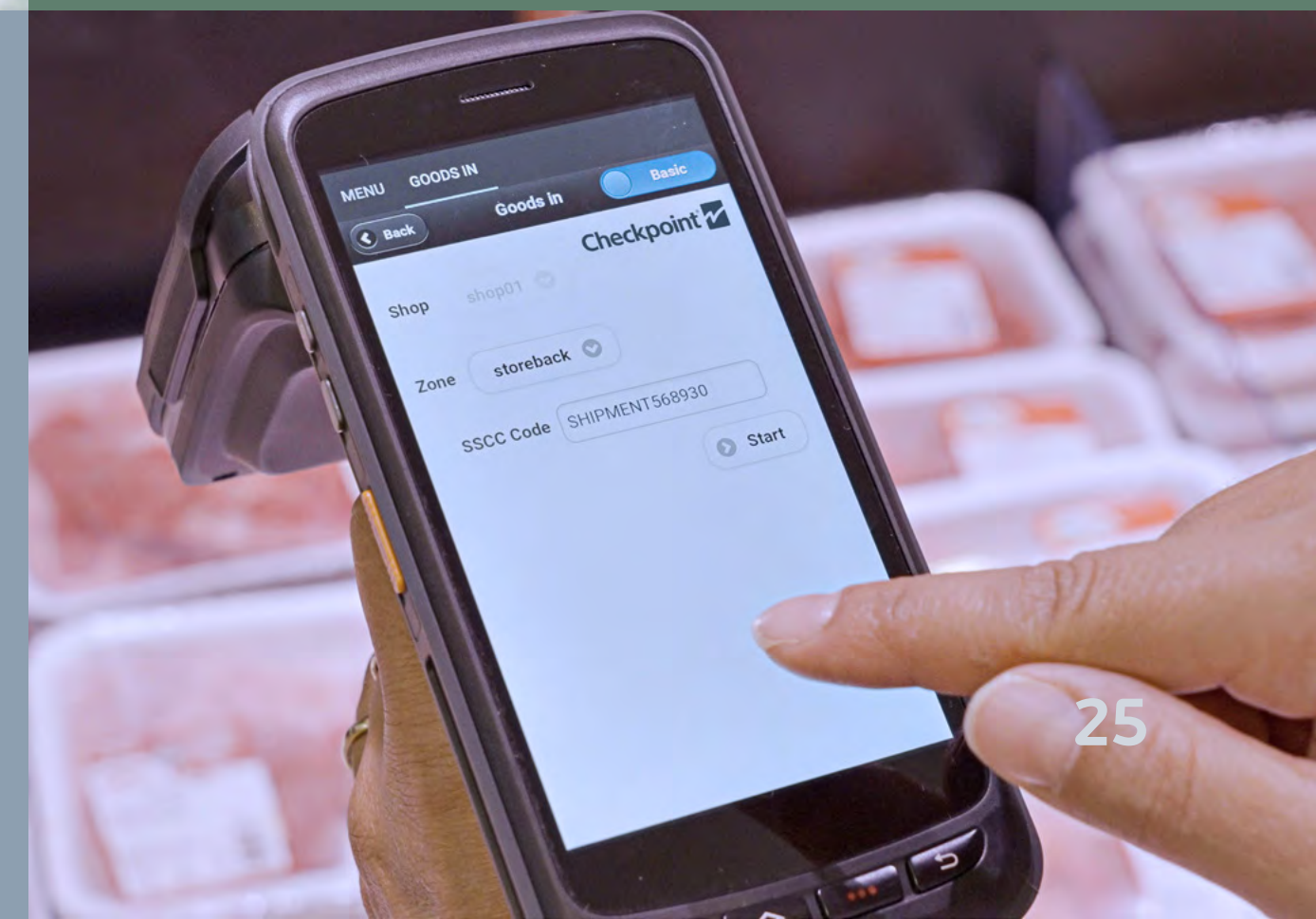
RFreshID™ Food Waste Solution

RFreshID offers a comprehensive RFID solution tailored for retailers to enhance fresh food inventory accuracy, reduce waste and labor costs, and elevate the in-store customer experience.



In-Store RFID Solutions

By exploiting RFID technology, retailers can improve visibility and bolster loss prevention strategies, effectively combating and mitigating losses.





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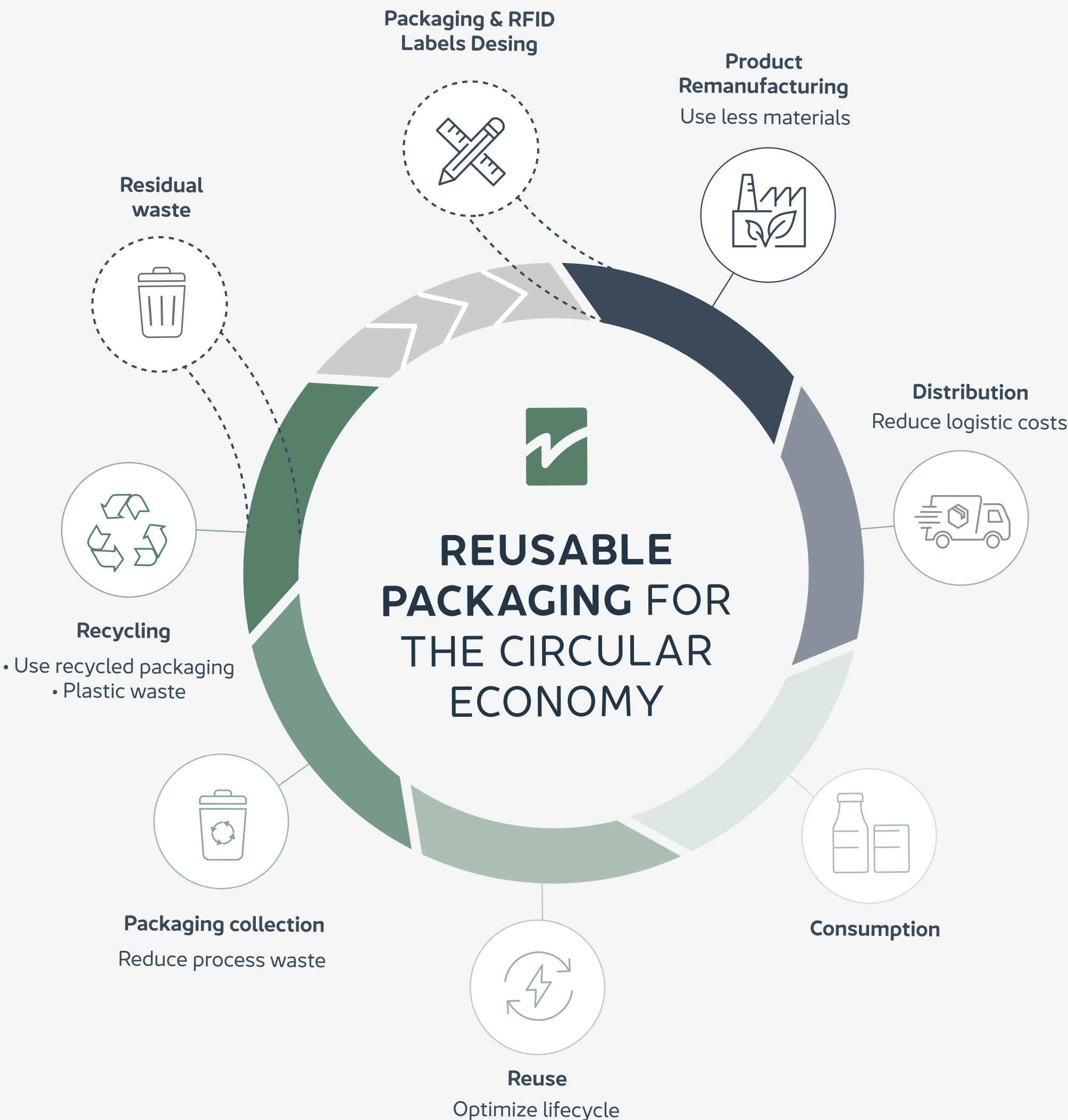
2. Food & Beverage

The Industry's Commitment to Sustainability promoting Circular Economy

In light of increasing environmental regulations, particularly regarding the environmental impact of packaging, companies are striving towards sustainability initiatives. **Checkpoint Systems collaborates with a global fast-food leader, integrating RFID technology into innovative reusable packaging in the French market. This move not only positions the company**

at the forefront of technology but also drives sustainability efforts within the industry.

The widespread adoption of RFID technology, encompassing both hardware and software, across various sectors such as fast-food chains, catering companies, and supermarkets, holds the potential for significant benefits in promoting the circular economy through reusable packaging. RFID enables real-time visibility of reusable packaging inventory, facilitating agile and efficient inventory management. This optimization reduces waste and contributes to sustainable practices beyond fast-food chains.





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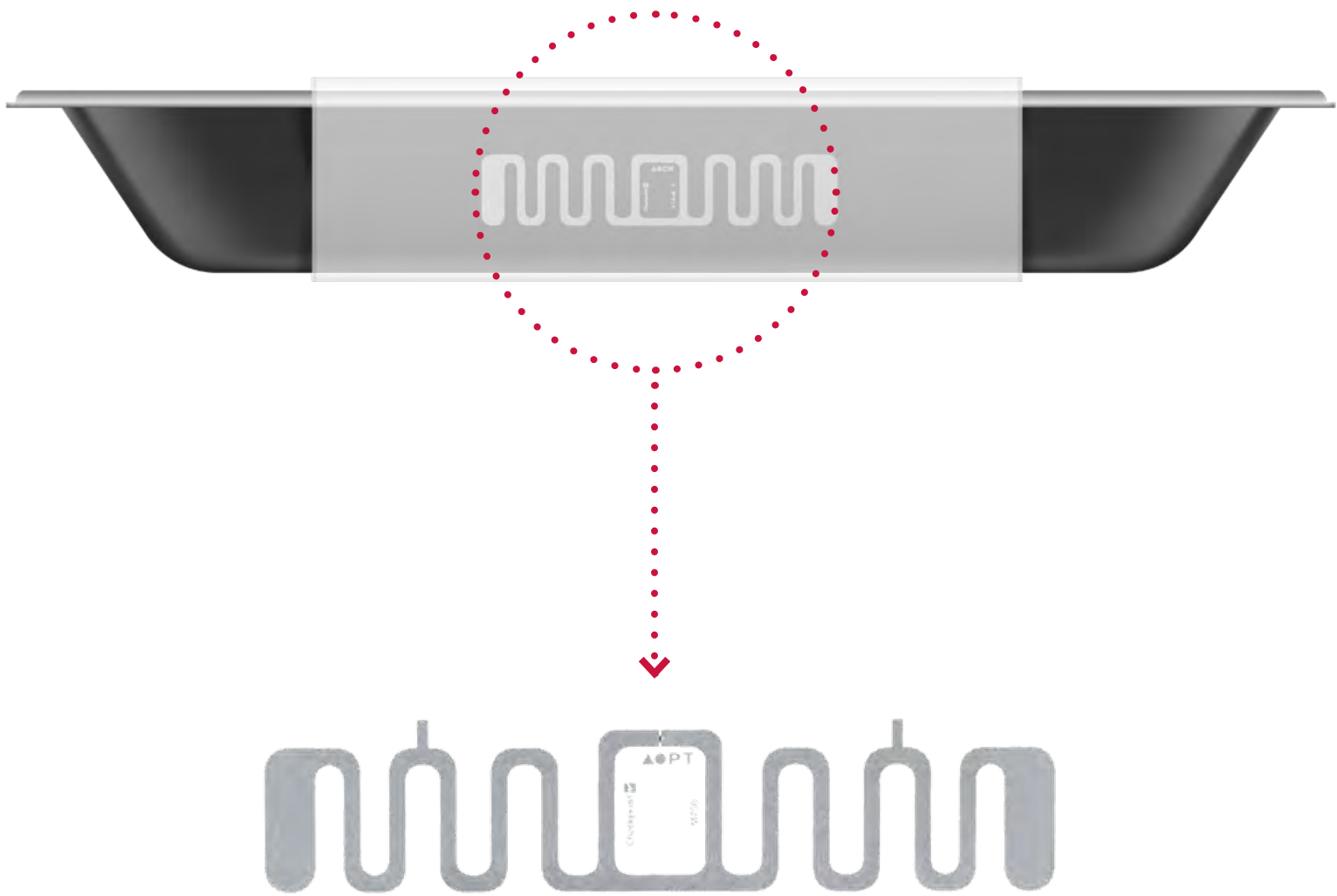
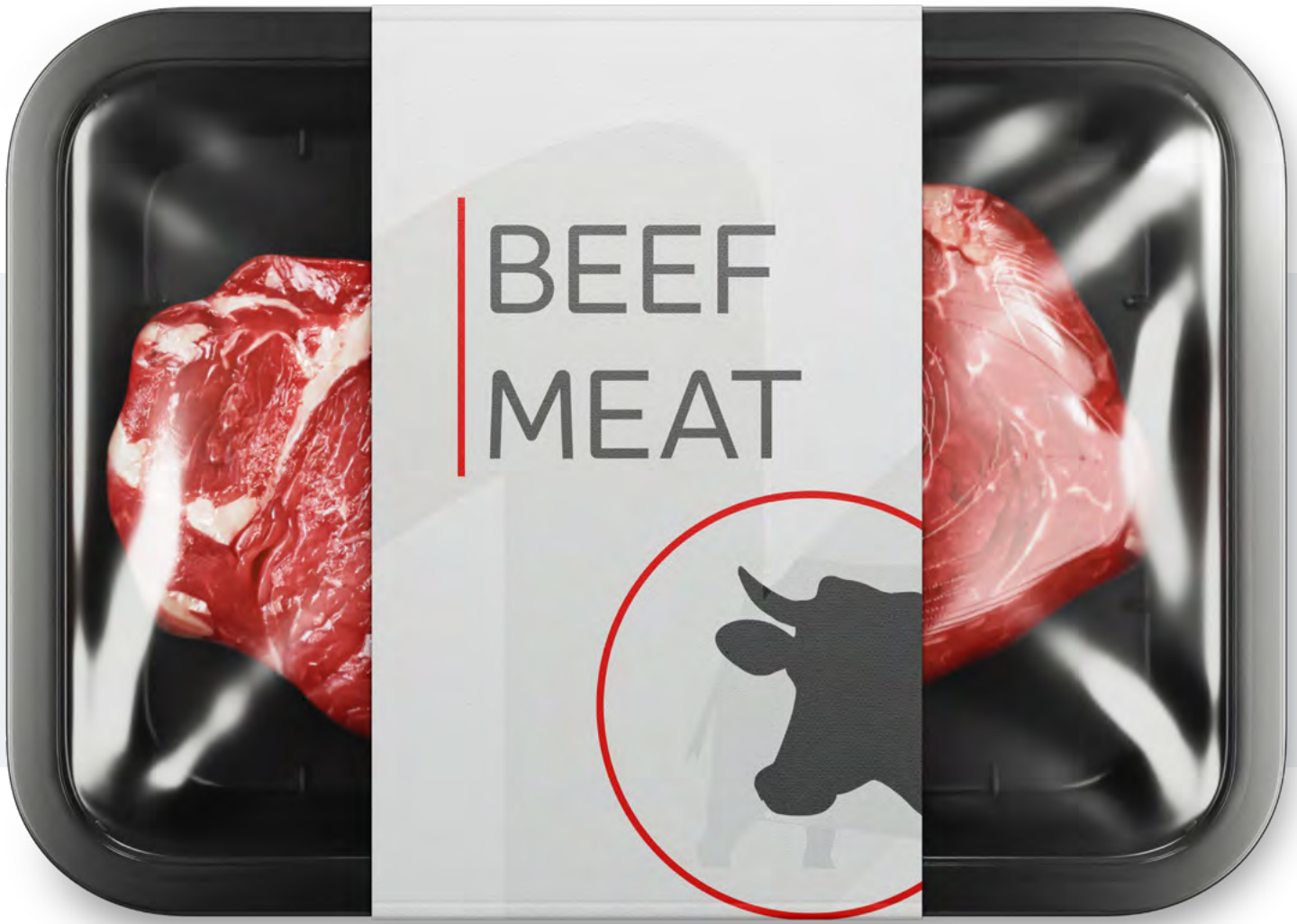
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RFID Technology focuses on food-loss prevention and inventory visibility

RFID solutions address various sector-specific challenges, such as food waste reduction through RFreshID. For example, supermarkets, under pressure to decrease food waste levels, can benefit from this technology to minimize food loss and increase sales.

In conclusion, the digitization and traceability of fresh foods, enabled by RFID technology, play a vital role in ensuring product safety, reducing waste, and enhancing customer satisfaction. RFID solutions not only address industry challenges but also contribute to a more sustainable and healthy future





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2. Food & Beverage

RFID Technology fighting against Grey Market

Asset tracking not only optimizes operations and inventory management but also provides opportunities to optimize processes, reduce costs, and enhance security, offering a significant competitive advantage. In response to challenges posed by the grey market, brand owners face revenue losses due to the diversion of authentic products from authorized distribution channels. Sectors like beverages, including wine and alcohol brands, are particularly affected.

To combat this issue, brand owners must improve visibility within the supply chain using solutions like RFID tags, enabling real-time tracking from production to end consumer.

This capability allows brands to swiftly address instances of diversion, preserving brand value and consumer trust, while also mitigating risks associated with counterfeiting.



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3. Logistics & Supply Chain

Logistics and supply chain management are fundamental drivers of success in today's business world.

From efficiently moving goods to optimizing operations and meeting customer demands, these disciplines are crucial for businesses striving to remain competitive. This is where RFID technology comes into play as a powerful and revolutionary tool.

In this section, we'll explore the vital role of RFID in logistics and supply chain management, uncovering key strategies and practices for achieving efficiency and excellence in the complex world of global trade and commerce.





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Checkpoint Systems offers leading RFID solutions designed to revolutionize supply chain and logistics operations, with the Tyfung Inlay standing out as a star performer in this domain.

The Tyfung Inlay is a robust RFID tag specifically engineered for the logistics industry, boasting exceptional performance characteristics. It features a large memory capacity suitable for complex coding requirements, an extensive reading range of 18-20 meters, low sensitivity, and outstanding durability.

With the Tyfung Inlay at the forefront, businesses can achieve elevated efficiency and reliability in their logistics operations, ensuring effortless tracking and management of goods throughout the supply chain.





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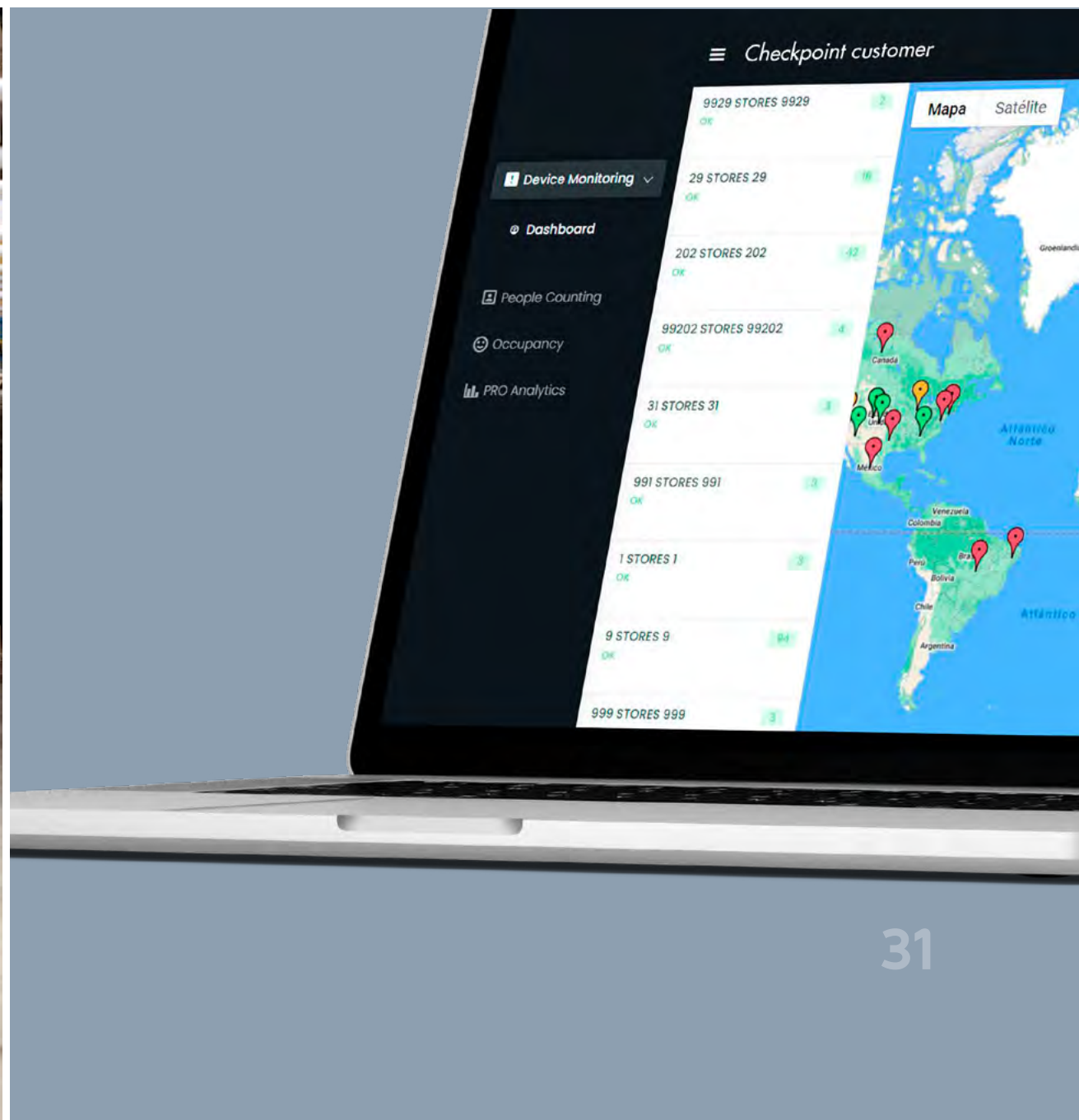
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To read RFID labels, distribution centers need to be equipped with suitable hardware. In the supply chain and logistics industry, tunnels are commonly used; from encoding tunnels to shipping tables to high-speed box readers. They must be able to be seamlessly integrated into existing conveyor systems and have readers capable of reducing errors and having a performance of 99.9%, such as Checkpoint's Wirama reader that has a confirmed Mean Time Between Failures (MTBF) of 42.6 years at 25°C.

In addition to hardware, logistics companies investing in this technology should also use RFID software to improve the efficiency of distribution centers.





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3. Logistics & Supply Chain

Another key topic for the Logistics & Supply Chain market is the need to recognize the diversity inherent in each distribution center. Every logistics environment is different and might have specific needs and requirements, that must be addressed individually. That's why, when looking for a successful RFID implementation, technological partners must be flexible and adaptable, recognizing the importance of customizing solutions to meet each customer's unique demands.

In this regard, it is ideal to choose a partner with a wide range of solutions designed to suit all operating environments, and to have a team of experts that can provide

guidance and assistance during the whole implementation. From tunnels of various sizes, to cabinets, tablets or dock door portals, it's key to find the best solution to provide maximum flexibility and efficiency in any distribution center environment.

In Checkpoint, we believe this adaptability is critical to ensure our customers' long-term success by enabling them to take full advantage of the benefits of RFID technology in their day-to-day operations.



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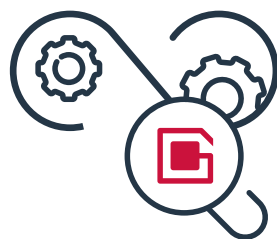
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3. Logistics & Supply Chain

The **main benefits** of RFID for Distribution Centers:



Automation of crucial processes

RFID automates processes from receiving to shipping, minimizing manual labor and human errors, resulting in streamlined order fulfillment and quick asset location and selection to meet demand.



Elevated traceability

RFID enables detailed tracking of item movement along the supply chain, improving inventory management and facilitating issue detection and resolution in the logistics chain.



Optimization of storage space

Real-time information on inventory levels and available capacity allows for more efficient resource distribution and maximization of storage space.



Asset tracking

RFID technology enables tracking of equipment, pallets, and containers, improving asset management within the distribution center.



Greater visibility of the supply chain

RFID implementation provides visibility from suppliers to customers, enabling effective management of goods flows and quicker responses to market demands.

In summary, the adoption of RFID technology in distribution centers and logistics represents a significant step towards a more efficient, precise, and adaptable operation to the demands of the current business environment.



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Within the beauty industry, the digital era presents challenges in supply chain management and transparent inventory practices, which are crucial for enhancing consumer experiences. To retain sales, the industry also places a high priority on easy shopping experiences and supply chain integrity.

Technology is pivotal in addressing these challenges. **Digital identification solutions, like BottleID, verify product authenticity and combat the grey market.**

Utilizing RFID technology, brands can improve inventory management, deter theft, and create personalized shopping experiences, thereby fostering consumer trust and enhancing financial performance.



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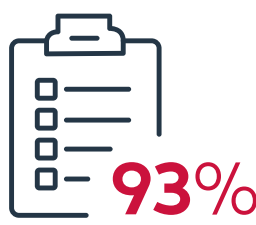
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RFID technology offers numerous benefits for the health and beauty sector, unlocking advantages that elevate reliability and trust between the brand and the consumer. Here are some key benefits:

Improved Inventory Accuracy



Retailers that have implemented RFID in their health and beauty stores achieve an **average inventory accuracy of 93%**.

Labor Cost Savings



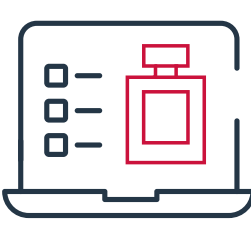
RFID technology can generate labor cost savings up to 16 times compared to manual processes for display fulfillment.

Avoids the grey market



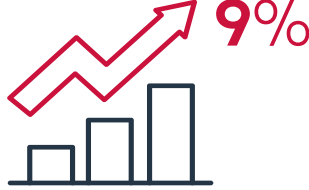
Since perfumes are regarded as luxury goods, illegal copies may be made of them. In order to stop the grey market and guarantee that consumers are getting real, high-quality products, it is essential to ensure product authenticity. This preserves brand reputation, boosts customer trust, and nurtures strong consumer relationships.

Enriched Product Availability



Real-time data integration allows for improved product availability both in-store and online.

Increased Sales



With RFID technology, retailers can **increase sales by up to 9%**.





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In addition to these benefits, **Source Tagging** emerges as a crucial strategy for the health and beauty sector.

By integrating RFID tags into product packaging during the production phase, brands can smoothly incorporate them without compromising the product’s branding or packaging design. This approach ensures that the RFID tags remain discreet and unobtrusive, aligning perfectly with the industry’s emphasis on product aesthetics.

Source Tagging not only simplifies the tagging process but also improves product security and inventory visibility throughout the supply chain. Overall, Source Tagging with RFID technology offers a comprehensive solution for improving inventory management and enhancing consumer trust in the health and beauty sector.





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4. Health & beauty

RFID in the perfume industry

RFID technology has traditionally faced challenges in being suitable for products like perfumes due to its impact on RFID, where the liquid nature of perfumes can significantly affect performance. However, in the fragrance industry, Checkpoint Systems has developed BottleID™, an RFID-based solution that enables companies to enhance traceability, distribution, and inventory management of liquid products.

Companies are already implementing these solutions in their sector.

For example, **Mixer & Pack, a leading cosmetics company, has improved the traceability and security of its perfumes from the manufacturing point using RFID technology.** They implemented an RFID encoding tunnel in their manufacturing line, allowing them to register and encode each perfume unitarily and in chain, without affecting production capacity. This innovation positions Mixer & Pack as a benchmark for innovation in the cosmetics market.



In conclusion, RFID technology is revolutionizing the perfume industry by providing greater inventory visibility, preventing theft, and enabling personalized shopping experiences.



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In the fast-paced world of fashion, where trends come and go in the blink of an eye and consumer preferences are ever-changing, fashion brands are constantly navigating challenges to remain competitive and drive growth. Vital objectives for fashion retailers include mastering stock management, streamlining in-store operations, and combating losses from theft. Furthermore, delivering an effortless shopping experience seamlessly blending physical and digital realms is imperative for nurturing unwavering brand loyalty.

RFID technology also plays a crucial role in promoting sustainability within the fashion industry. By enabling better inventory management and reducing overproduction, RFID helps minimize waste and environmental impact.



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Additionally, RFID solutions such as reusable tags and **Digital Product Passport** support circularity initiatives by facilitating product traceability and end-of-life management.

In this regard, the digital product passport is an innovative application of RFID technology, providing consumers with detailed information about a product's journey from creation to sale. By scanning an RFID tag embedded in the product, customers can access information such as materials used, production processes, and environmental impact, enabling them to make informed purchasing decisions.





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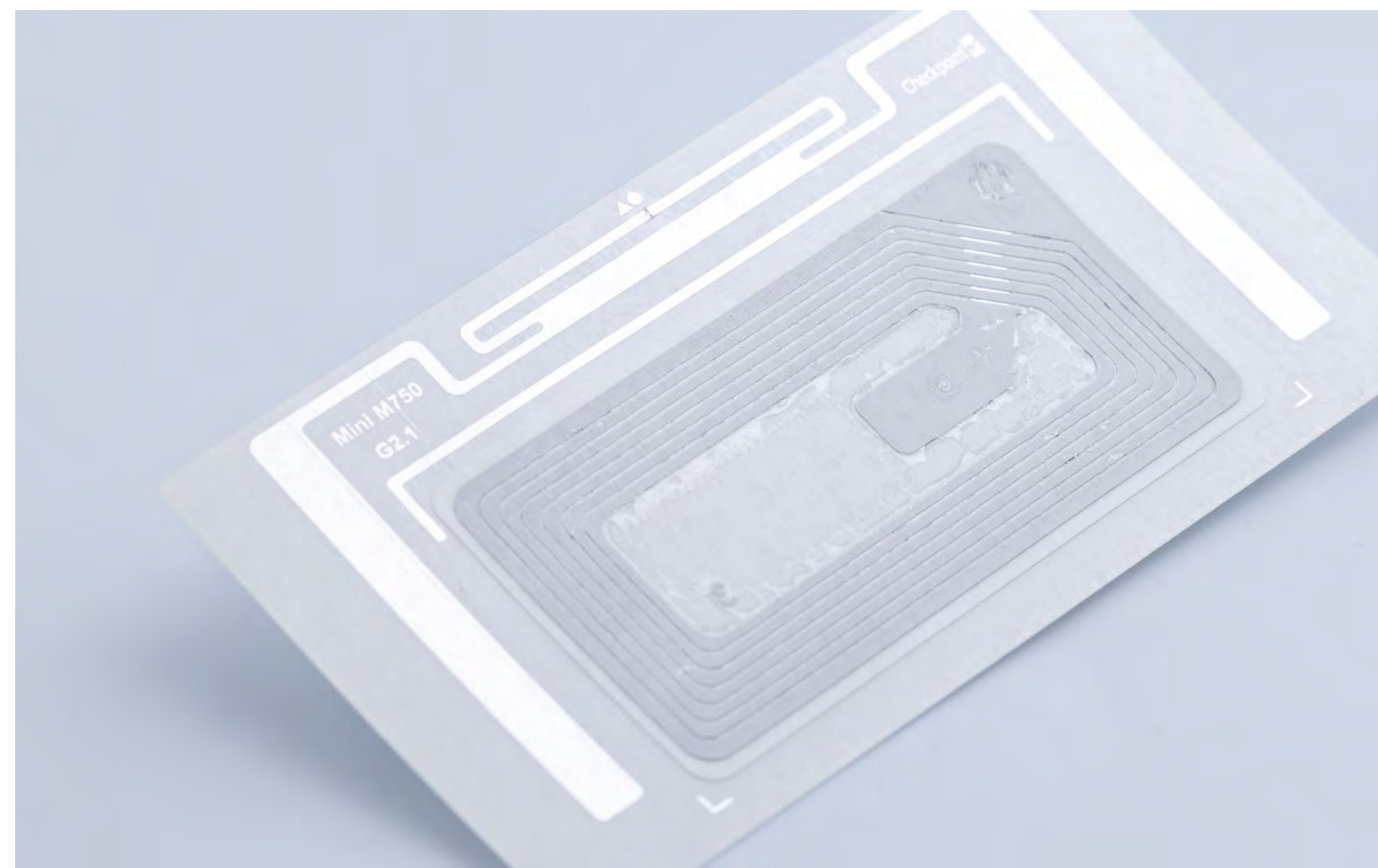
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In response to these industry challenges and sustainability goals, fashion brands are turning to RFID solutions to revolutionize their operations. Here's how RFID technology can transform the fashion industry:



Flexible Labeling Options

RFID labels can be smoothly integrated into various product formats, including traditional tags, adhesive labels, and brand labels. This flexibility allows brands to maintain their unique aesthetics while reaping the benefits of RFID technology.

Dual Frequency RFID Labels

Brands transitioning from traditional RF technology to RFID can exploit dual-frequency RFID labels. These labels combine RF and RFID technologies, providing a smooth transition while maximizing ROI and performance benefits.



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RFID & NFC Integration

Elevate consumer engagement with RFID and NFC integration. By incorporating Near Field Communication (NFC) capabilities into RFID labels, brands can offer interactive experiences to customers, enhancing brand interaction and loyalty.



Omnichannel Integration

With the rise of online sales, omnichannel presence is critical for fashion brands. RFID facilitates unbroken integration across various sales channels, ensuring consistent inventory visibility and customer experiences, whether online or in-store.

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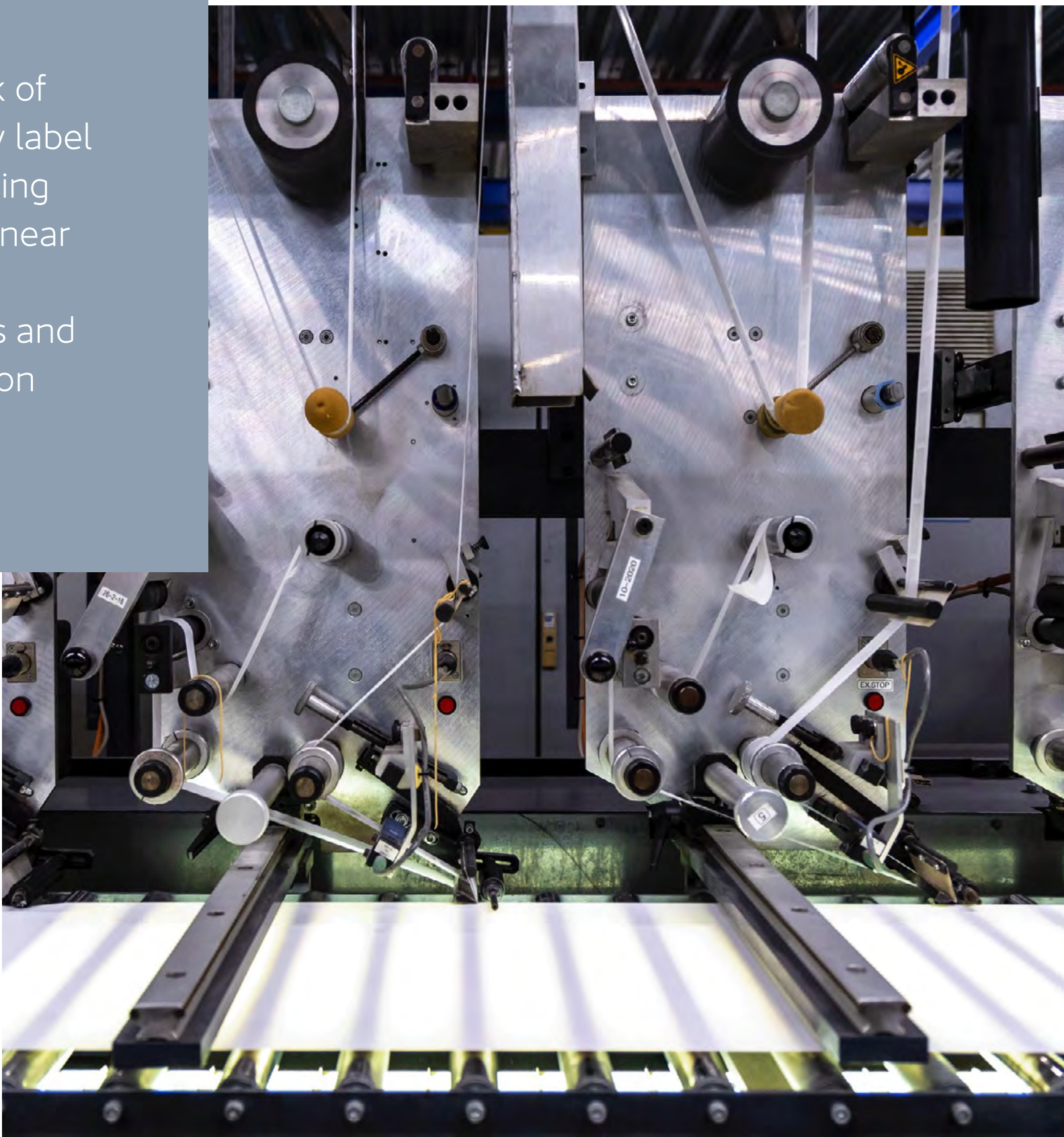
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Source Tagging for Fluid Integration

Achieve 100% integrated labeling by implementing source tagging. By embedding RFID labels directly into product labels during manufacturing, brands ensure effortless integration without compromising branding or aesthetics.

Global Network of Printshops

Building a robust global network of printshops is essential for timely label production and distribution. Having printshops strategically located near manufacturing facilities ensures efficient supply chain operations and supports the seamless integration of RFID labeling into production processes.





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In the fashion world, we encounter challenges not only with garments but also with accessories such as **jewelry and glasses**.

These items require protection and are difficult to tag due to their design and size, especially if we want to avoid compromising the product's design to prevent poor user experience. But nothing is impossible. There is an RFID inlay specifically designed for jewelry and accessories, without compromising the technology's performance.





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RFID technology has emerged as a game-changer in various industries, and its potential impact on the aviation sector, particularly within airports, is significant.

As bustling hubs of transportation and commerce, airports face unique challenges in managing vast volumes of passengers, luggage, and assets while ensuring security and efficiency.



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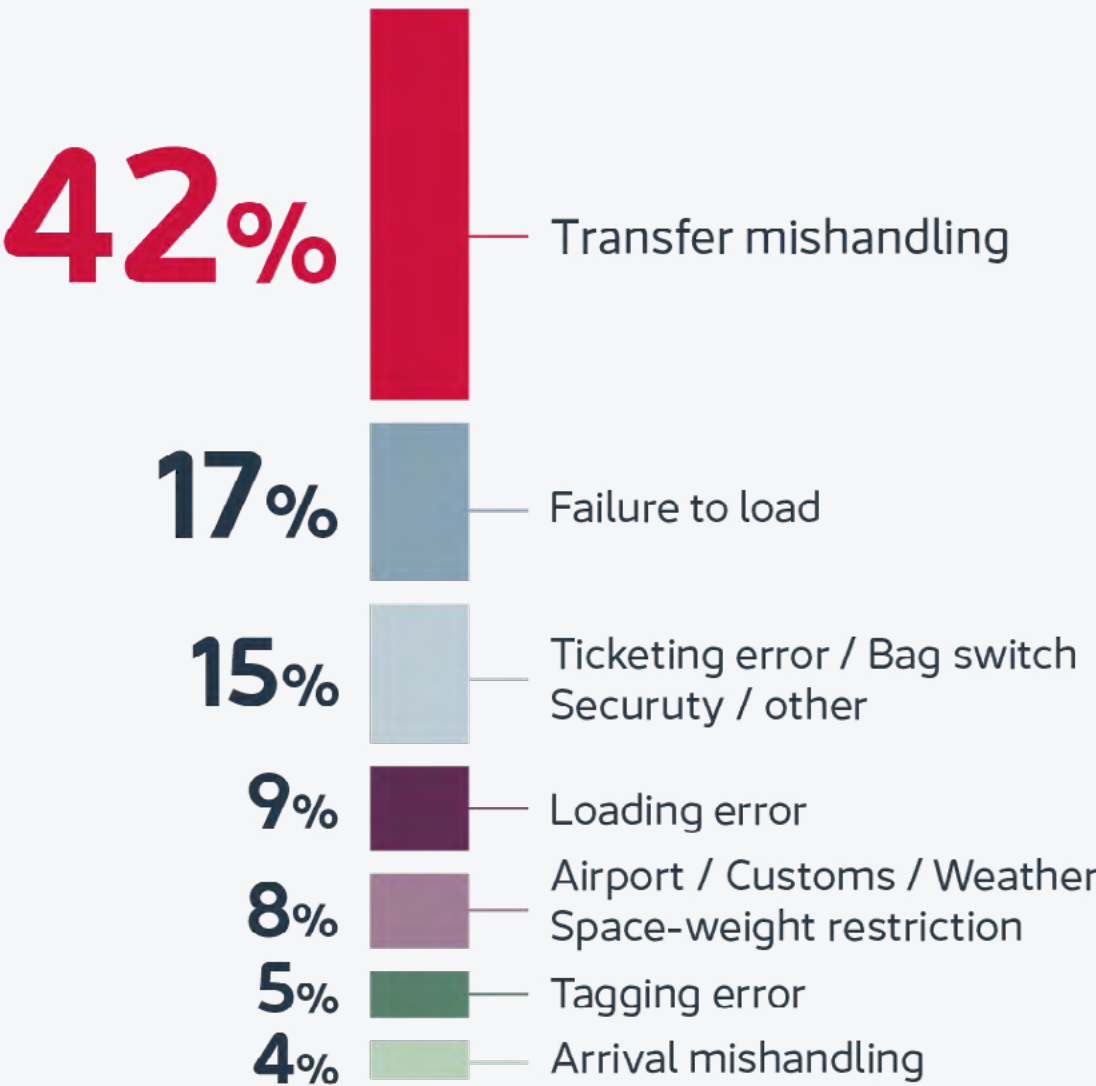
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By exploiting RFID technology, airports can address these challenges with innovative solutions that enhance operational effectiveness, improve passenger experiences, and strengthen security measures. From luggage tracking to passenger identification and asset management, RFID offers a comprehensive suite of capabilities that can revolutionize how airports operate in the modern era. In this context, exploring the applications and benefits of RFID in the aviation industry opens an exciting possibility for enhancing the overall airport experience and ushering in a new era of efficiency and safety.

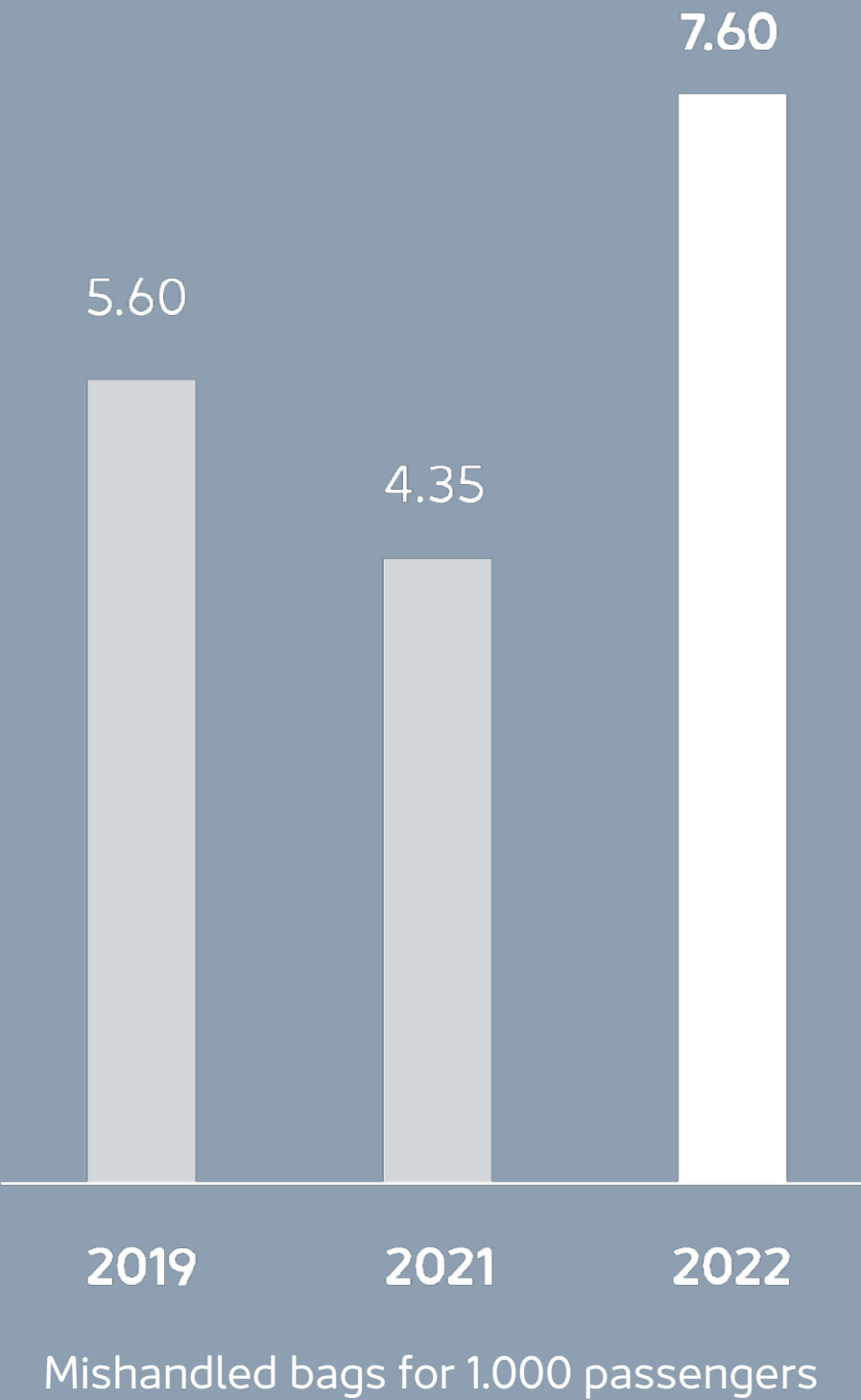
Next, we explore the main benefits that RFID brings to airports, focusing on baggage traceability and management.

TOP reasons for delayed bags



Source: 2023 Baggage IT Insights. SITA

In 2022, there were **26 million** mishandled bags





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Efficiency Improvement

RFID automates luggage handling processes, reducing the need for manual scanning and handling of bags. This increases operational efficiency, shortens response times, and enables airports to manage higher volumes of luggage with greater speed and precision.



Improved Accuracy

RFID technology enables precise and real-time tracking of luggage throughout its journey, from check-in to delivery at the baggage claim area. This significantly reduces the likelihood of lost or misplaced bags, enhancing overall luggage management accuracy and minimizing inconvenience for passengers.

Improved Security

RFID allows airports to implement stronger security measures for baggage handling, including tamper-proof tags and real-time monitoring of luggage movement. This enhances the security of baggage handling operations, reduces the risk of unauthorized access or tampering, and helps prevent security breaches.



Reduction of Mishandled Baggage

RFID technology provides alerts and notifications when bags are mishandled or deviate from their intended route, allowing airport staff to intervene quickly and address issues before they escalate. This helps reduce the incidence of mishandling, damages, and luggage losses.



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RFID technology is revolutionizing the baggage handling process at airports, offering greater accuracy, efficiency, and security.

With tangible benefits for passengers, airlines, and airports, the implementation of RFID systems promises to significantly improve the travel experience and operational efficiency across the aviation industry.

Updated Passenger Experience

By reducing the risk of lost or mishandled luggage, RFID technology contributes to a smoother and more enjoyable travel experience for passengers. This increases customer satisfaction, reduces complaints, and strengthens the airport’s reputation as a reliable and passenger-friendly hub.

Cost Savings

RFID technology offers long-term cost savings for airports by reducing the need for manual labor, minimizing losses due to lost or mishandled bags, and improving overall operational efficiency. Additionally, RFID-enabled baggage tracking systems can help airports avoid costly fines and penalties associated with regulatory non-compliance or passenger compensation claims.

Quick Passenger-Baggage Association

RFID enables airports to quickly associate bags with passenger manifests, reducing the time and effort required to link bags with their owners. This refines the baggage reconciliation process, minimizes delays, and speeds up the passenger experience.





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01



Establish Clear Objectives

Begin by defining specific goals for RFID integration, such as refining inventory management, streamlining asset tracking, or boosting operational efficiency. These objectives will guide the entire implementation process and serve as benchmarks for success.

02



Assess Business Needs

Thoroughly analyze current business processes related to inventory management, asset tracking, supply chain visibility, and regulatory compliance to identify areas where RFID technology can provide the greatest benefits. This understanding informs decisions about which RFID solutions are most suitable for the business.



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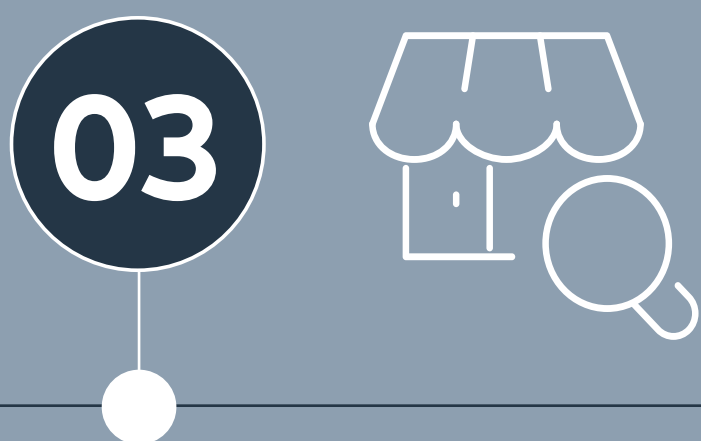
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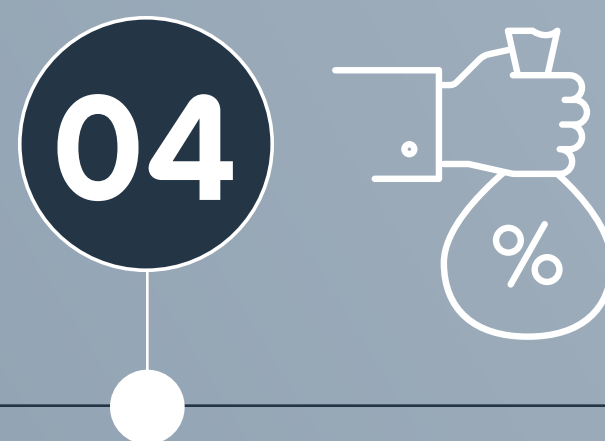
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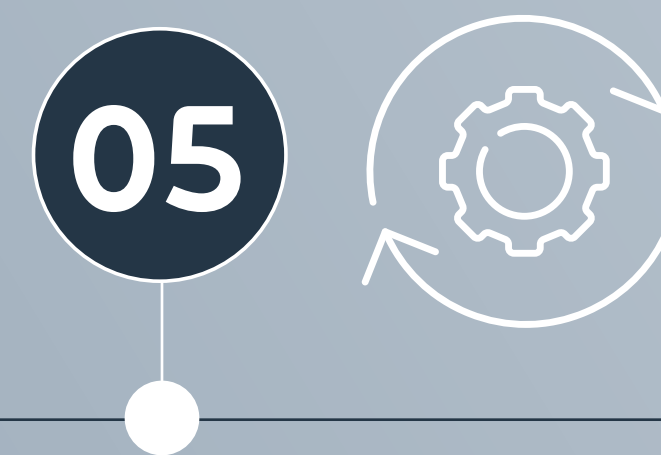
Research and Select Solutions

Conduct comprehensive research on available market solutions and select pilot projects to test the technology on a small scale. Carefully consider factors such as cost, scalability, compatibility with existing systems, and expected ROI when choosing RFID solutions.



Budget Allocation and Planning

Allocate an adequate budget to cover all aspects of RFID implementation, ensuring alignment with business objectives and expected returns on investment. Create a detailed project plan that outlines the installation of necessary infrastructure, labeling assets, and integration with existing systems.



Implementation and Installation

Execute each step of the implementation process with meticulous attention to detail. Install the necessary infrastructure, label assets with RFID tags, and integrate RFID systems with existing business systems. Ensure that all components are working together seamlessly.



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Employee Training and Testing

Provide thorough training to employees on the effective use of RFID technology in their daily tasks. Conduct rigorous testing to validate performance and ensure that the implementation meets established requirements and objectives.

07



Monitor and Adjust

Continuously monitor the performance of RFID technology as it is rolled out across the organization. Make adjustments as necessary to optimize long-term effectiveness and address any issues that arise. Stay informed about the latest innovations and best practices in RFID to ensure ongoing success.



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As business explore the potential of RFID technology to transform their operations, one aspect that cannot be overlooked is the evaluation of Return on Investment (ROI). Understanding the expected returns and benefits from RFID implementation is essential for making informed decisions and maximizing the value of the investment.

90%
Out of stock reduction

75%
Audit costs reductions

Using RFID can reduce the time it takes to conduct a Stock Audit, so you can realise savings on your annual Audit Costs

Source: Measuring the impact of RFID in Retailing, Professor Adrian Beck

15%
Stock loss reduction

RFID helps to identify delivery discrepancies because of more robust and regular counting, providing insights to drive down loss.

3,5
Average sales uplift

When using RFID to affect higher stock accuracy and increased on-shelf availability, retailers have seen sales uplift of between 1.5% and 5.5%



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- 6 industry applications of RFID:**
- General merchandise
 - Food and beverage
 - Logistics and supply chain
 - Health and beauty
 - Apparel and footwear
 - Airports

Getting started with RFID in your company

Maximizing ROI: Insider Secrets for RFID Implementation

Benefits of working with Checkpoint

The definitive guide to RFID

Benefits of choosing the right partner

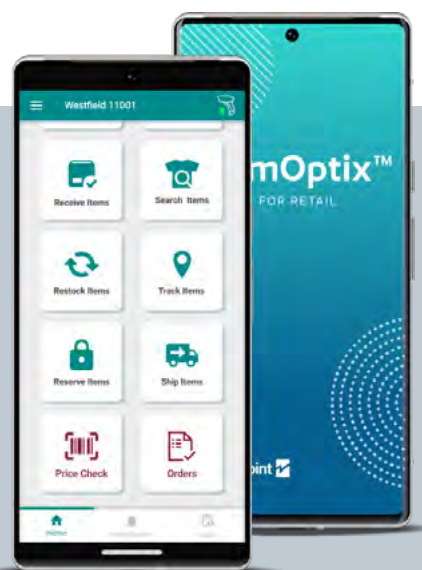
01

360-Degree Solutions Provider

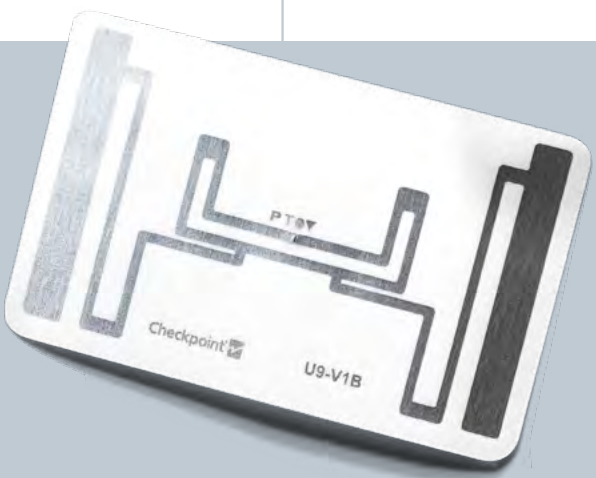
Labels, hardware, and software to meet all your RFID needs.



In-Store RFID solutions



RFID Software



RFID Labels



Supply Chain RFID solutions



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02

Global Expertise in Source Tagging

A team of experts ensuring efficient and accurate labeling right at the point of manufacture.

03

Worldwide Presence

Support and manufacturing teams located close to our clients for optimal service and rapid response.

04

Solutions for Every Industry

Specialized RFID solutions that meet the varied needs of different industries.





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05

In-House Manufacturing

Flexibility and adaptability to client needs by producing our own solutions.

06

Trusted by Renowned Clients

Join the ranks of well-known brands that rely on us.

07

Innovative Engineering Team

Continuous development of the latest technologies by our dedicated engineers to keep you ahead of the curve.



"Choosing the right RFID partner is not just about technology; it's about finding a guide who understands your business needs and helps you navigate the path to success."

contact@checkpt.com

www.checkpointsystems.com