RFID in a box
Capabilities and Needs
Of a Packaging Supplier
Consumer Packaging Group

- Media & Entertainment
- Consumer Products
- Healthcare
Consumer & Office Products

- First name in school, office and time management products
- One of the largest producers of envelopes worldwide
  - personal use
  - financial
  - direct mail
  - billing
RFID Vision

Early member of the Auto-ID Center

Founded MeadWestvaco Intelligent Systems

now Vue Technology
RFID Capabilities

Production capabilities to

• item level code
• test
• tag

anything that we currently do EAS tagging on
RFID Needs

We need what brings success to our customers.
Item level tracking at low cost

- This does not necessarily mean 96-bit RFID, but

- any addition to the infrastructure has to have a strong value proposition.

We are interested in looking at a broad range of technologies.
RFID Needs

Attention to the total life cost of the tag, including the cost of

- Application to the package,
- Testing and handling of rejects,
- Failed reads in the supply chain,
- Disposal
RFID Needs

This does not necessarily mean 96-bit RFID, but a standard infrastructure is of value.

Track and Trace

data management infrastructures