

# SmartTrak RFID Labels

## Only from Weber.

Weber Packaging Solutions is applying its expertise as a leading manufacturer and supplier of pressure-sensitive labels to provide the finest in radio frequency identification (RFID) smart labels.

## We call them SmartTrak.

### ◆ The Process

Weber is an expert at manufacturing labels. We use the latest high-speed flexographic presses to produce rolls of blank and printed pressure-sensitive labels and tags.

Our innovative method of inserting the RFID inlays fits seamlessly within that conversion process. And because we manufacture the RFID smart labels ourselves, we're able to offer RFID media that will maximize performance and minimize costs.

All SmartTrak RFID labels are produced using fully tested RFID inlays from trusted sources like Avery Dennison, Alien Technology, and UPM Rafsec. Every label is certified and verified to be the highest in quality.

### ◆ The Expertise

Weber is a full-service, ISO 9001:2008-registered labeling company. We do more than convert label material. We also are expert at recommending the right face stock and adhesive combination for a specific application.

Our facestock materials are available in thermal-transfer and direct thermal papers, film and other synthetic substrates – all of which can be provided in custom shapes and sizes – along with high- or low-tack adhesives. These are important considerations that can contribute to the overall success of an RFID smart label program.

Also critical is the selection of the optimum RFID inlay. We can help you determine which inlay will deliver the best performance for the intended application. And we'll guarantee its performance.



### The Technology

RFID smart labeling is an emerging means of product identification that has been adopted by retailers and governmental agencies to track the movement of products throughout the supply chain.

A smart label is a pressure-sensitive label with an RFID transponder (inlay) embedded between the label face stock and its release liner. This RFID tag can be encoded with large amounts of variable information which can be gathered by an RFID reader. Unlike bar codes, RFID data can be accessed without the visibility of the tag itself, and multiple RFID smart labels can be read at the same time.

Various standards have been developed by EPCglobal Inc. to support the use of RFID in today's data rich trading networks. Weber has the capability to supply RFID smart labels that will meet both established and emerging standards.



**Weber**  
Labels & Labeling Systems

### ◆ **The Guarantee**

Weber SmartTrak RFID labels are certified by the inlay manufacturer, inspected by Weber in order to isolate and remove bad tags, and re-verified after encoding using Weber smart label encoders, printer-encoders and application equipment.

We guarantee that 100 percent of Weber SmartTrak RFID labels have been thoroughly tested and verified.

### ◆ **The Systems**

Weber provides a complete range of solutions that makes it easy to encode, verify and print RFID smart labels on site.

Our stand-alone RFID printers and on-line printer-applicators encode SmartTrak labels with data while simultaneously imprinting variable information like text and bar codes. We also supply built-in and auxiliary reject systems to identify and segregate any bad tags.

In addition, Weber's exclusive Legitronic® Labeling Software supports the encoding of SmartTrak RFID labels to meet existing EPC protocols and Gen 2 specifications.

For the latest information and specifications on Weber's RFID solutions, visit <http://www.weberpackaging.com/html/rfid.html>

### ◆ **The Service Bureau**

For companies that need to establish RFID labeling right away or are not ready to acquire equipment to encode smart labels themselves, we provide an answer.

The Weber Service Bureau is equipped with the latest RFID encoder-printers. These systems not only encode SmartTrak labels, they verify the results to ensure compliance and readability.

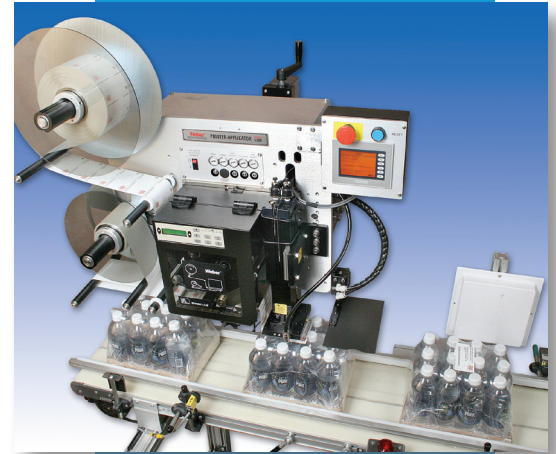
Our encoder-printers also imprint text and bar codes at a resolution of 203 or 300 dpi. We are able to ship encoded SmartTrak labels within 48 hours.

For more information on Weber SmartTrak RFID smart labels, please contact your local direct account representative at **1.800.843.4242** or e-mail [info@weberpackaging.com](mailto:info@weberpackaging.com).

### ◆ **Hand-Held Applicators**

Weber has three separate sizes of manual applicators that can be used to apply pre-encoded, pressure-sensitive RFID tags from 20mm to 100mm wide.

Specially designed to apply the tags without damaging the RFID inlays, these handy units automatically sense the leading edge of the tag to ensure accurate dispensing and placement.



# Weber®

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