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Smart Label Solutions, Brazil's Mozaiko Sign RFID Partnership

The two companies have forged a commercial alliance aimed at distributing the latter's RFID and IoT solutions in the United States.

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Jan 05, 2018—Mozaiko, a Brazilian developer of radio frequency identification (RFID) and Internet of Things (IoT) solutions, has signed a commercial alliance with American company Smart Label Solutions (SLS). The deal is aimed at distributing Mozaiko's Voilà solution throughout the United States.

The partnership positions SLS as a key partner of Mozaiko in the North American market, the companies report. "It's a very strong commercial and technical partnership," says Guilherme Barbosa, Mozaiko's CEO, "that gives us another seal of credibility and consolidates our internationalization process."

Louis Parker and Guilherme Barbosa

Negotiations for the partnership began in May 2017 and were consolidated in November in California. Mozaiko participated as an exhibitor at an event that same month, during which it received executives from SLS, including Louis Parker, the firm's technology director.

"Our expectation is to expand Voilà, a solution that already receives respect in Brazil, for the greater American market," Barbosa explains. The company already has several important partnerships in Mercosur, a South American trade bloc comprising Argentina, Brazil, Paraguay and Uruguay.

SLS is a process-engineering and RFID solutions company focused on automating and optimizing supply chains. It offers a wide range of RFID products, such as readers, antennas and labels, and has installed hundreds of portals based on this technology at control centers throughout the United States.

"Mozaiko is in a moment of great expansion," Barbosa states. "The company has won major clients and projects during the last few years, especially in 2017. Among them are global cosmetics giant Sephora, multi-channel sportswear chain Centauro, fashion retailing group InBrands, apparel wholesaler Objeto Brasil and, more recently, Brazilian retail network Havan."

For Barbosa, an explanation for the company's growth lies in understanding customers' needs and turning their requests into intelligent operational solutions. "We deliver simple and agile solutions," he says, "that allow us to simplify the routine of processes and the gain of scale."