

RFID EDITION

# CIO

## APPLICATIONS

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Smart Label Solutions

recognized by **CIO** magazine as  
APPLICATIONS

TOP 10  
**RFID**  
SOLUTION PROVIDERS - 2019

*The annual listing of companies providing RFID Solutions helping clients build competitive advantage and transform their businesses challenges*



*Joe Phillip*  
Joe Phillip  
Managing Editor

### Company:

Smart Label  
Solutions

### Key Person:

Jeff Hudson  
President

### Description:

Smart Label Solutions is a process engineering and RFID solutions company focused on automating and optimizing supply chain

### Website:

slsrfid.com

## TOP 10 RFID SOLUTION PROVIDERS - 2019

**R** RFID is one of the human niche technology innovation that comes with a bouquet of advantages which helps to reduce the standard problems that a company faces as a result of long-consuming process, identified or unidentified human error, tracking and tracing, and lack of transparency. The benefits of this technology can be seen in the form of improved process visibility, real-time information updates that help to make quick decisions, better accountability, reduce human errors, resulting in better profit margins, and high levels of compliance.

The power of RFID is even more evident when we look at emerging opportunities for RFID in the IoT landscape. There are a tremendous number and variety of IoT applications that can be imagined for RFID devices. RFID's inherent value lies in allowing things to disclose data in real-time for easier, faster, more engaging decisions at both industrial and product level.

In the face of the need for enhanced transparency with greater accountability for the business process with the speedy identification of things without a line of sight limitation, CIO Applications presents a list of Top - 10 RFID solution providers to assist the organizations involved in the production, management, or sale of goods.

The list comprises Germany-based Faubel—a leading supplier of unique labels for the pharmaceutical and chemical industries. The company brings to the table a range of products, including booklet labels, single- and multi-layer labels, by incorporating RFID technology in printing and labeling. We have many such companies in this edition that provide various solutions that help the companies realize their unknown and invisible operational inefficiencies and thus make the system more efficient with reduced wastage and costs.

We present to you the “Top 10 RFID Solution Providers - 2019.”

# Smart Label Solutions

## Supply Chain Optimization with Agile RFID Solutions

**B**eing the buzz word today, Radio Frequency Identification (RFID) has revolutionized the product monitoring practice for many companies. However, there is still a set of complexities that companies face while utilizing this technology efficiently. To help such enterprises meet the basic needs of RFID, Smart Label Solutions (SLS) offers a helping hand with its agile products and solutions. With a team of experts in the domain, SLS—the process engineering and RFID solutions company—emerges as the game-changer in eliminating the challenges encountered by organizations while reading tags and labels.

In an interview with CIO Applications, Jeff Hudson, the president of SLS, gives us insights into the industry developments and informs how the company supports its clients in handling RFID technology. He also highlights how they help clients overcome the complexities in the supply chain with productive roadmaps and strategies.

### **How would you like to put forward an overview of your company?**

Our company was established in 2005, with a mission to assist Walmart's compliance initiative that they had with consumer packaged goods manufacturers. Back then, we were trying to RFID enabled tags at the case and pallet level to help eliminate the human intervention in scanning barcodes. We were ahead of the technology in those days, but the technology efficiently managed to catch up, evolve, and improve with time.

Our company's core motive was to develop both hardware and software along with service offerings that we could extend to our customer base. We aimed at putting technology in use cases and showing our customers that they

could extract unprecedented benefits from the utilization of those technologies. This enabled us to move forward as a leader in the industry.



### **Give us an idea about the technical implementations that have gone into the making of SLS's offerings.**

Initially, as technology evolved, there were many difficulties in reading the RFID tags as the antennas were not effective. But when major chip manufacturers such as Impinj and NXP enhanced their chip technology and the tags themselves, reading those tags became much easier. However, this gave birth to a new challenge. While reading the tags, it became difficult to refrain from taking into consideration the unwanted tags. To tackle this issue, we developed our marquee product called smartPORTAL that we install

**The smartPORTAL is designed to function as an IoT device that can scan at the door and send messages over their network utilizing minimum bandwidth**

at the dock doors. In this product, we use wave antenna technology, which enables us to read the tags that are to be read. We evolved our antenna technology, and at the same time, the industry evolved the chip technology too. This



simultaneous development paved the way for us to increase the read rates on different kinds of products, and eventually, we were able to offer more solutions to the wider market.

### **Could you brief us about RAIN RFID technology?**

RAIN is the industry term for the 900 megahertz passive RFID technology. Impinj, being one of the catalysts in developing the RAIN organization, wanted to give the technology a name that wasn't just associated with RFID as it is a broad term.

### **What are some of the other challenges that SLS is mitigating currently?**

Between the years 2006 to 2010, several RFID technology manufacturers were in the barcode industry. There were companies in the market selling RFID technology without a proper understanding and the necessary skills to implement it. The industry thus had to encounter many failed projects. On the contrary, our company is 100 percent RFID focused, and our employees are well-versed in the technology.

### **What are the key differentiating factors of the products and solutions that the company offers to its clients?**

Our company is focused on making technology affordable so that the clients can drive better ROI. The smartPORTAL is designed to function as an IoT device that can scan at the door and send messages over their network utilizing minimum bandwidth. Those messages are consumed into

a back end system. Also, our ease of integration with the technology makes implementation uncomplicated and keeps the end-user engaged.

Our go-to-market strategy is highly focused on resellers. In one of our associations with a reseller, we collaborated with them as their partner and RFID arm. We intended to help them rely on us to gain better expectations and reference sites that they could utilize while expanding their RFID business. This highlights the fact that it is not merely our products and solutions that help us stand out, but also our assistance during implementations as well.

### **Tell us more about the RFID mobile devices that you provide to your clients and the enterprise inventory tracking software that can be accessed through Android and Apple.**

We have a Portland, Oregon Office that does the mobile device development and our tag development. We also have devices that are made for handheld units that one can attach to an android or iOS device.

### **What is the significance of the portable inventory solution that you provide along with the enterprise inventory tracking software? Also share instances of how smartPORTAL, as well as smartPALLET, works out for your clients?**

A big-box retailer installed our smartPORTAL in their distribution centers, and they could eliminate the fork truck driver from scanning the barcode. Using our solution, the retailer gained 25 percent of efficiency in loading trucks.

### **Tell us more about the strategic partnerships that the company has and how they are playing along in the success of the company.**

We have strong partnerships with manufacturers. We resell their product and are tightly engaged with them to make sure we give them end-users' feedback to help improve their product. Our biggest partner right now is Impinj, which is one of the leaders in the industry. We are also associated with Avery Dennison, which is a major tag manufacturer in the industry, and we provide them the software.

### **What are your goals for the future?**

We are building a new 25,000 square foot manufacturing facility and are looking forward to doubling our number of employees in the next 12 months. **CA**