



# RFID Hardware

## 1 HEWLETT-PACKARD (HP)

Some might call it nepotism. But customers should be suspicious if a company doesn't deploy its own technology. HP uses its RFID tagging solutions on Hewlett Packard consumer products such as scanners and printers. And HP customers have followed the leader. Toy giant Hasbro Inc. (maker of G.I. Joe action figures and Pokémon cards) turned to HP two years ago, as did artificial log manufacturer Pine Mountain. "RFID technology is a perfect fit with HP's Adaptive Enterprise strategy," says Ulrich van der Meer, HP's vice president of manufacturing industries. "The strategy centers on business and IT being synchronized to capitalize on change," van der Meer continues. "RFID drives synchronization to the next level by providing the potential for multiple levels of real-time information to all participants in the supply chain. And HP's experience makes us uniquely positioned in the industry to provide RFID-related services." Salil Pradhan, chief technology officer of RFID at HP, agrees: "We're taking our own best practices and marketing them as a service to customers — and that gives us a huge advantage."

## 2 ALIEN TECHNOLOGY

Kimberly-Clark Corporation didn't turn up its nose at RFID technology. Twelve months ago the company announced that it selected the multi-protocol Alien ALR-9800 Enterprise RFID reader for its logistics program. The ALR-9800 is the first RFID reader based on Alien's Enterprise RFID Platform. Designed from the ground up for compliance with EPC Class 1 Gen 2 specifications, it offers enterprise-scalable architecture, high-performance read capability across EPC multiple protocols and dense reader management. Kimberly-Clark has worked aggressively to comply with retailers' RFID mandates. Alien readers are deployed in key manufacturing and transport sites across North America. Located on conveyors and stretch-wrappers, they capture data automatically from RFID-tagged packaged products, cartons and pallets. "As we continue to move toward fully implementing RFID technology throughout our supply chain operations, it is mission-critical that we have the right RFID hardware equipment in place to meet our needs," reports Mike O'Shea, director of auto-ID sensing technologies at Kimberly-Clark.

## 3 INTERMEC

Nancy's Specialty Foods sells its frozen quiche, appetizers and desserts year-round. But in this industry, the holiday season is the "hurry-up" season. According to David Siegfried, former information technology manager at Nancy's Specialty Foods, "When [Nancy's] sells one time a year for the holidays, if [the product] doesn't make it there on time, the stores say, 'We're not going to be able to sell it through. Cancel the order.'" To streamline inventory management and keep its retailers satisfied, Nancy's launched an RFID pilot project, with readers, mobile computers and tags from Intermec Inc. Thanks to RFID and Intermec, "capturing the data and product location automatically with every movement is a huge step...[By] eliminating problems [via RFID]...you increase your customer service levels," Siegfried notes. It also adds information about finished products to Nancy's inventory database. With Intermec's RFID equipment, Siegfried expects Nancy's to slash its revenue losses and bank \$100,000 within one year and \$300,000 over the next several years.

COMPANY/WEB SITE      SELECT CUSTOMERS

1	<b>Hewlett Packard</b> www.hp.com	Hasbro Inc. Hewlett Packard
2	<b>Alien Technology</b> www.alientechnology.com	Gillette Kimberly-Clark Corporation VF Corporation
3	<b>Intermec</b> www.intermec.com	Interbrew Nancy's Specialty Foods Paramount Farms Inc.
4	<b>Motorola/Symbol</b> www.symbol.com	Coca-Cola HBC Driscoll Strawberry Associates Inc. Glanbia Foods
5	<b>Paxar</b> www.paxar.com	Ann Taylor Corporation Genie Company
6	<b>Zebra</b> www.zebra.com	Fuller, Smith, and Turner PLC Lego Waterford Wedgwood USA Inc.
7	<b>Printronix</b> www.primtronix.com	Ballantine Produce Pauly Biskuit
8	<b>ADT/Tyco</b> www.adt.com	Cephalon Inc Tesco PLC
9	<b>Avery Dennison</b> www.rfid.averydennison.com	Cole Haan Holdings Inc. Kimberly-Clark Corporation
10	<b>Texas Instruments</b> www.ti.com	Texas Instruments Educational & Productivity Solutions

## BREAKOUT WINNERS

### CUSTOMER EXPERIENCE

- 1 Zebra
- 2 Paxar
- 3 Alien

"We now use handheld devices [and] a Zebra Cameo 2 printer...The Cameo 2 is very easy to use. We literally point the handheld device at the printer, press a button and instantly we have a printed ticket. There is no repetition of work and we have not yet had to reprint tickets due to the system failing," says Russell Page, trade quality advisor, Fuller, Smith, and Turner PLC.

### SMALL/MIDSIZE BUSINESS

- 1 HP
- 2 Zebra
- 3 Intermec

HP RFID solutions and services are based on unique industry and business needs. Solution entry points can begin at any level and can include: RFID discovery; RFID assessment; RFID proof of concept; RFID pilot; RFID training; and RFID implementation.