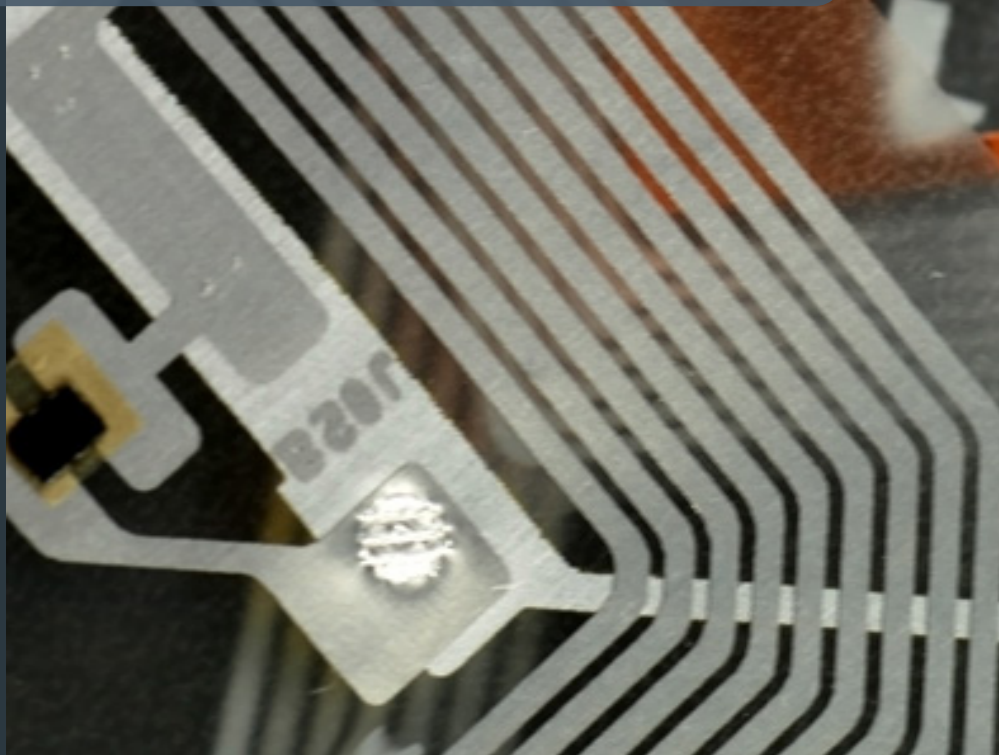




# NAVIGATING RFID SOLUTIONS FOR RETAIL PRODUCTS



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## **WE CAN HELP YOU MAKE SENSE OF RETAILERS' RFID REQUIREMENTS**

Want to sell - or keep selling - your products at Walmart or other big box stores? These days, you need RFID (radio frequency identification) tags and labels to claim a spot on their shelves. Retailers are enforcing compliance rules you have to navigate. Retailers may also ask you to test your labels and get them approved by a lab. Sounds inundating and a little exhausting, right?

### **Resource Label Group to the Rescue**

When you work with an experienced RFID partner like Resource Label Group, the bumps in the road get a lot smoother.

We demystify the entire process, helping you choose the right type of RFID tags for your product, advise you on getting it approved, and implement them so you can start selling through your desired retailer.

## First things first: What is RFID?

RFID is technology that uses radio waves to identify products making it easier to track and inventory them. RFID systems are made up of the following parts:

1. **RFID tag/smart label** containing identifier information like a unique electronic product code (EPC) that tracks each item from the warehouse to checkout
2. **Inlay** consisting of an antenna and a chip. The antenna transmits data stored on chip to the reader
3. **A reader** that acts as the brain, receiving information from the tags and communicating it to the computer system
4. **Software** to process their data and integrate with the customer's inventory systems

## Why Do Walmart and Other Retailers Want Me to Use RFID?

RFID helps all retailers ensure proper stock levels and replenish them on time.

During COVID, did you ever use a store's website to confirm they had a product, ordered it online and arranged for curbside pickup? Well, RFID is instrumental in the "buy online, pick up in store" process, which is now here to stay.

RFID confirms the product is in stock at a given location, tells store employees where to find it, confirms they've picked it up and delivered it to the online order area so the system can let you know it's ready for pickup.

RFID also helps retailers in these areas:

- Allows for more rapid inventory
- Greatly improves inventory accuracy, minimizing the chance of human error
- Increases product available for sale
- Eliminates nil sales

## Get Help Navigating Retailers' RFID Rules

Many stores mandate RFID compliance from some vendors, beginning with the world's largest retailer.

Walmart, a pioneer in RFID use, currently requires it for all products being sold in its apparel, home goods, electronics, entertainment, toy, hardware, and automotive departments – and that list could grow in the future.

Any RFID label on a product being sold must first be approved by [Auburn's ARC Lab](#).

## Stick the Landing by Passing the Approval Process

Resource label Group has assisted in guiding many brands through the [ARC approval process](#). We can help you navigate it as well.

We can review your range of products sold at Walmart and then recommend RFID tags to meet the requirements. We can then follow up and assist you with developing samples for testing and approval through the ARC process.

We understand you're on a tight deadline to meet Walmart's requirements. We can help make that process smooth for you.

Take advantage of our years of experience to ensure your own approval process goes smoothly.



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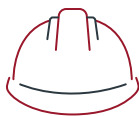
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## Retail's Not the Only Industry Reaping the Benefits of RFID

RFID is especially useful in industries with regulatory oversight. For instance, the rapidly growing cannabis industry is required to tag its plants in order to remain in compliance with taxation requirements. Resource Label Group also develops unique security and tracking solutions for multiple additional industries and can provide advisement to the following regulated industries:

- Healthcare
- Manufacturing
- Airlines
- Automotive
- Hospitality
- Education
- Security



## RFID: The Solution to New FDA Requirement

Starting in 2024, the [Food and Drug Administration will require labels on medical devices and biologics](#) (such as Botox and drugs used to treat autoimmune disorders and cancer) to carry a unique identifier which supports item-level identification and track and trace. That's a job for RFID, and Resource Label Group can help you achieve compliance ahead of schedule.

## Two Flavors of Smart Labels

RFID and NFC (near field communication) are both types of smart labels that can be used to track assets.

**RFID labels** can be scanned from further away, allowing employees to scan entire racks instead of one item at a time. They're also better for logistical purposes; however, they can only communicate in one direction.

**NFC labels** are better for short-range use and for cases where you want users to be able to interact with the label and access additional content via a smartphone. One example: your credit card contains a RFID chip that allows you to pay by tapping it against the reader.

### We'll Help You Choose the Right RFID Label for Your Product

Whichever flavor of smart label you choose, you need to be sure it will stick to your product and remain scannable as long as needed. (If it falls off, the product can no longer be tracked.)

There are several different types of RFID tags, but the two most common are:

- **Hard Tags with RFID**

- **Made from:** Primarily paper; can be made with or without adhesive

- **Ideal for:**

- › Customization with graphics
    - › Use in UV exposed areas
    - › Storing additional data like service dates and other identifying information

- **Product Labels with RFID**

- **Made from:** Plastic

- **Ideal for:** Applications that require the tag or label to be:

- › Impact-resistant (Manufacturing or construction environments)
    - › Vibration-resistant (Manufacturing or construction environments)
    - › UV-resistant (to prevent fading from sun exposure)
    - › Chemical-resistant (to prevent corrosion from exposure to chemicals)
    - › Temperature-resistant (for use in freezers or warm environments)
    - › Sterilized (medical)
    - › Mounted on metal (for use on machinery)
    - › ATEX-certified (for use near flammable products)
    - › Water-resistant/ingress-protected (for use around dust, dirt, or water)
    - › Storing additional data like service dates and other identifying information



## Let's Go to Market

To start your journey to RFID compliance, call us at [1.888.526.8177](tel:18885268177) (M-F, 8 a.m. - 5 p.m. CT) or [tell us more about your project](#).

You can also jump straight to [requesting a quote](#).







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