



## **Together, we help label converters overcome RFID market entry obstacles.**

Savigny Sur Orge, France – Nov 19<sup>th</sup> 2018

**To accommodate easier market access for label converters, looking to offer RFID conversion solutions to their customers, Avery Dennison and French converting equipment manufacturer SMAG Graphique have joined forces.**

As part of this partnership, Avery Dennison's customers can visit SMAG Graphique's showroom in Savigny sur Orge (France). Here the machine manufacturer showcases its dedicated RFID inserting machines for roll to roll RFID insertion and encoding.

Label converters who are new to conversion of RFID labels, will receive full technical and operational training from SMAG

Graphique to achieve maximum efficiency and yield. SMAG Graphique can also support label converter with the production of their first order of RFID enabled labels based on Avery Dennison RFID inlays.



Jordi Baeta, Market Development Manager RFID EMEA at Avery Dennison comments: "This partnership helps lower the obstacles experienced by many converters who consider offering RFID label conversion solutions to their customers. In our RFID Innovation Center in the Netherlands, converters can experience first-hand how

intelligent labels are transforming manufacturing and commerce across many industries, take part in live demonstrations, meet our RFID experts and get hands-on experience with the technology of tomorrow. While in SMAG's showroom they can experience how our RFID products are inserted in their printed labels."

Stéphane Rateau, General Manager at SMAG Graphique, adds: "Together with Avery Dennison, we can now offer converters a comprehensive end-to-end primer on how they can grow their business by adding RFID solutions to their service offering.

Under this partnership, Avery Dennison and SMAG Graphique will also team up during several RFID industry events. Including on 20-21 November, at Avery Dennison's RFID Master Academy where SMAG Graphique will provide a live demonstration of their RFID inserters at Avery Dennison's European head offices in Oegstgeest.

For more information visit: [label.averydennison.com/eu/en/home/products/intelligent-labels/visit-us.html](http://label.averydennison.com/eu/en/home/products/intelligent-labels/visit-us.html)