

# Cellotape Inc.

RFID and the Label converter:  
Uh Oh!



# Cellotape, Inc.

Since 1949-

- ◆ Flexo-graphic / 15,000 tools in stock.
- ◆ Screen Print /10,000 tools in stock.
- ◆ Digital / Indigo HP / Mimaki
- ◆ Die Cut Components.
- ◆ Turnkey assemblies.
- ◆ Large bed digital: 5 x 10 ft.
- ◆ RFID Smart Labels.

# Schober RFID insertion device:



- ✦ Inserts wet inlays
- ✦ Can process pre-printed labels.
- ✦ Run speeds of 200 feet per minute.
- ✦ Small, user friendly. One day training, and your making RFID labels.

# Converting Process

## ✦ Wet or Dry?

Wet: cingulated, with Adhesive

Dry: in contious forms, not cingulated, no adhesive.

✦ Wet inlays cost more, processing costs less.

✦ Dry inlays cost less, processing cost increases.

✦ Both wet & dry quality up since 2004. average yield per roll: 97% +.

# Inlays: 31 Flavors!

- ✦ They all operate differently, one size does not fit all applications.



# Inlays: 31 Flavors!:



- ◆ LF
- ◆ HF
- ◆ UHF
- ◆ Micro wave
- ◆ Active
- ◆ Semi-active
- ◆ Semi-passive

# What type of equipment?

- ✦ Mulbauer, one pass operation possible, able to handle wet & dry inlays. \$\$\$ 1.0MM for the top of the line unit.
- ✦ Bielomatic, one pass operation as well, also can make RFID tickets and RFID smart cards. \$\$\$ 1.2MM for top of the line unit.

## Other factors:

- ✦ Programming? Costs? Average: .1 / .2 cents each.
- ✦ Special materials, foam backed RFID labels are most popular for on metal applications. This requires special processing equipment.
- ✦ Security: labels can have photo-polymers. Tamper evident materials.



## More factors:

- ✦ Plan: initial investment by Cellotape exceeds 300K to date.
- ✦ Schober insertion unit: over 200K
- ✦ Inlays, films, RFID printers: 75K
- ✦ Internal cost for installation: 20K
- ✦ What markets? Asset Tracking, Security Gates, Vehicle ID, IT Assets.
- ✦ Active / Semi active, Passive? Where do we start.

# Look for a dancing partner:

- ◆ Integration: the step child of RFID. Do you need them? Some say no, others think its the key to getting in the game.
- ◆ What level of integration do you want to offer your clients.
- ◆ If you're a Wal-Mart 3PL, you will need a integrator.

# Dancing Partners:

- ◆ Venture Research, one of the best. Full service lab, local sales contact: Mike Gaskill, in the RFID game for over 15 years. Cellotape preferred integrator.
- ◆ Domino EIS, mainly servicing the retail end. Large company with a diverse product line.
- ◆ And about 1 Million others.....

# Road to \$\$\$\$\$

- ✦ World is not ready for RFID.
- ✦ Wal-mart & DOD still the big dogs.
- ✦ ITL & Asset tracking applications growing.
- ✦ Picking the right process and market early and stick with it.
- ✦ Keep clients involved early and often.

The END

Thank you!

