



Integrated Solutions Group

**Press Release**

**October 10, 2007**

**Domino ISG and HIDE-Pack Announce the Availability of RFID Smart Boxes**

*Together, Domino ISG and HIDE-Pack provide RFID-enabled systems that reduce capital costs and improve the reliability of RFID technology*

**Dallas, TX & Montreal, QC** – Today, HIDE-Pack, a packaging solutions group based in Montréal and Global Systems Integrator Domino Integrated Solutions Group (Americas) announce the availability of RFID-enabled Smart Boxes through the HIDE-Pack™ system. HIDE-Pack™ is a patent pending technology that eliminates the need for a paper label by incorporating the RFID inlay within the packaging medium. HIDE-Pack allows suppliers to scale RFID compliance across multiple SKU's and improve supply chain visibility.

HIDE-Pack consists of embedding an RFID inlay within the structure of a package, corrugated case or folding carton, so that the inlay is not visible from the outside or the inside of the package. Effectively, the RFID inlay becomes an integral part of the packaging medium. The layers of packaging adhesive encapsulating the HIDE-compliant inlay preserve the inlay's performance under detrimental conditions such a condensation resulting from cold storage and immersion in water.

“Looking at the RFID space from a supplier's (CPG) point of view, the key to making RFID affordable is moving RFID back in the manufacturing process and into the package medium,” said Paul de Blois, VP and General Manager of HIDE-Pack. “HIDE-Pack is an environmentally-sustainable approach to RFID that reduces capital costs, improves labor productivity, maintains the package recyclability, and improves the reliability of the RFID tag.”

By eliminating or reducing the need for RFID printers and applicators, HIDE-Pack simplifies RFID adoption. In-line RFID readers and antenna create a smaller footprint for encoding, verifying and validating HIDE-Pack enabled boxes. Consumables in the form of traditional RFID labels are avoided, and substantial savings are achievable by avoiding operational costs of printer-based systems.

“The HIDE-Pack offering takes RFID to an entirely different level where automation and ROI are a reality,” said B. Dwain Farley, CEO of Domino ISG (Americas). “For our customers, compliance is now just the initial first step in adopting RFID technology. With actual RFID-enabled boxes, visibility within the supply chain stretches from point of manufacture to point of distribution and to the sales floor.”

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HIDE-Pack fits to a variety of package-making equipment, from corrugated cases to folding carton boxes and envelopes. Trials run over a range of speeds of 6,000 – 18,000 units per hour on a Flexo Folder Gluer showed no negative effect on productivity with a final package reject rate of 0.1% or less.

François Bozet, VP Technology of HIDE-Pack comments, “We designed HIDE-Pack to be a non-invasive system, minimally affecting current manufacturing processes and allowing packaging manufacturers to partner with their-customer base to assist them to achieve compliance through a value-added services offering.”

Domino ISG offers HIDE-Pack as part of complete suite of RFID systems and solutions. Domino Integrated Solutions Group provides RFID solutions based on its proven methodology, RFID Ready, Set, Go!<sup>™</sup>, to deploy solutions that range from compliance to full-scale systems. Key deliverables for all Domino ISG projects include on-site education, feasibility studies, pilot and project design, and full integration and implementation services.

### **About HIDE-Pack**

HIDE-Pack is part of a privately owned worldwide packaging, paper and tissue company. The HIDE-Pack technology was developed in a corrugated container plant in Montréal, QC, and RFID-enabled packaging recyclability testing was done at a nearby 100% recycled fiber based linerboard mill. The HIDE-Pack team is responsible for the distribution of HIDE-Pack compliant low cost RFID inlays and assists Domino ISG`'s deployment of the new technology by offering support for packaging-specific needs from customers. For more information visit the company`'s website at [www.hide-pack.com](http://www.hide-pack.com) or call 514-788-HIDE.

### **About Domino Integrated Solutions Group**

The Integrated Solutions Group of Domino Printing Sciences Plc is a leading innovator of technologies and full solutions that provide robust traceability, product security, and automatic identification and data collection systems. Domino offers a full integration service that extends from initial needs based consultation, technology evaluation and testing through to full system implementation. By integrating the leading AIDC technologies available and combing these with a data management platform that extends from control over data flows within the enterprise, to transfer to external parties, the company offers an extensive range of modular and scalable track & trace systems. Configurable RFID packages are available that can provide immediate cost benefit and enable customers to avoid unnecessary costs associated with RFID mandates.

Working with customers from initial concept analysis, project migration planning through to full implementation of in-line automated RFID track and trace systems, and combined with its open-platform approach, Domino's Integrated Solutions Group has the technical and project management expertise to deliver the most appropriate and effective solution to suit individual customer needs. For more information, please visit the company's website at [www.domino-isg.com](http://www.domino-isg.com) or call 877.895.2896 or +1 214 338 0104.

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