



PRESS RELEASE – For immediate release

HIDE-Pack is Raising the Profile on Innovative RFID Embedding Technology

Montréal, Quebec, April 27, 2009 –While the consumer packaged goods industry has been searching for cost-effective ways to implement RFID technology, HIDE-Pack has developed an innovative and sustainable approach: build it right into the package. A division of Krupack Packaging, HIDE-Pack has invented a process to embed an RFID inlay within the structure of a package so that it remains completely invisible yet provides on-board tracking capability. Today, the Company announces the launch of its new website, www.HIDE-Pack.com, which illustrates the benefits of its non-invasive process: lower costs and a more sustainable RFID solution.

“The overall cost of producing RFID-tagged boxes with HIDE-Pack’s technology is lower than the traditional smart label approach,” explains Paul de Blois, Vice President and General Manager of HIDE-Pack. “Our research shows savings of at least 35 percent when using our inlays instead of labels. Hiding the tag within the packaging structure also protects it from external or internal damage during shipping, significantly increasing the reliability of RFID throughout the supply chain.”

From the point of view of sustainability, eliminating the traditional label reduces the carbon footprint associated with an RFID implementation. No label further reduces costs by eliminating the need for dedicated smart-label printers and labor to physically peel and stick the labels.

“What’s more, our RFID inlay does not affect the recyclability of the package, which remains 100-percent repulpable and recyclable after use,” Mr. de Blois reports.

See the technology at RFID Journal LIVE!

HIDE-Pack will be exhibiting at the Seventh Annual RFID Journal LIVE conference this week in Orlando, along with the Academia RFID Centre of Excellence, of which they are a member. Stop by booth number #1019 for a sneak preview of how it works. Visitors can pick up a case study and intelligent box samples at the booth.

Direct Contact

HIDE-Pack is working independently for both sales and distribution. More information can be obtained by contacting Paul de Blois directly at 514-788-HIDE, or by email at paul.deblois@hide-pack.com.

About HIDE-Pack

HIDE-Pack's primary focus is to provide universal RFID implementation solutions for packaging manufacturers who wish to generate new business and better retain existing customers by expanding their product portfolio with RFID-enabled cases. HIDE-Pack is a division of Krupack Packaging, a business unit of Kruger Inc. The Kruger Company is a major producer of publication papers, tissue, lumber and other wood products, corrugated cartons from recycled fibers, green and renewable energy, as well as wines and spirits. The Company is also a leader in paper and paperboard recycling in North America.

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