



Holland RFID, Xerafy Announce Exclusive Partnership to Develop Custom Tag Solutions for Oil & Gas

HONG KONG, CHINA AND KANSAS CITY, MO., USA, May 5, 2014 /EINPresswire.com/ -- Strategic alliance integrates [Holland RFID](#)'s 96 years identification experience with [Xerafy](#)'s patented RFID technology and the launch of custom designed, durable and easily attachable RFID tags for Oil & Gas applications

Holland RFID and Xerafy today announced an exclusive partnership for the North American Oil & Gas industry that will greatly expand the collaboration between the two organizations across functions. The strategic alliance will see the integration of Holland's 96 years identification experience with Xerafy's patented RFID technology and the launch of custom designed, durable and easily attachable RFID tags for Oil & Gas applications.

Oil & Gas companies are increasingly turning to radio frequency identification technology to increase their efficiency and competitive advantage for their mission critical operations. However, finding a cost effective and high performance RFID tag solution that survives the extreme environments remain a major challenge for the industry. The Holland and Xerafy alliance will see their technologies combined to create innovative and application specific tag solutions for the Oil & Gas market, including ATEX-certified and embedded products.

"We are pleased to be the exclusive North American distributor of Xerafy's RFID products in the Oil & Gas industry," states Jim Stradinger, President of Holland RFID Inc. "The partnership provides our customers with Xerafy's expertise in UHF tag technology strengthened by Holland RFID's tagging expertise, Oil & Gas industry knowledge and exceptional customer service." The benefits to the upstream, midstream, and downstream players in the Oil & Gas space include asset integrity, asset tracking, asset management, inspection, compliance, and risk mitigation.

About Xerafy

Xerafy's innovations have changed the price-performance ratio for RFID tags and made it possible for customers to track assets in a wide range of harsh environments. Xerafy provides read-on-metal tags that can be embedded directly into assets to meet a full range of needs for RFID asset tracking in the aerospace, industrial, data center, healthcare, energy and other industries. Xerafy is headquartered in Hong Kong and maintains U.S. sales and support offices in Dallas and Minneapolis, and additional offices in the U.K. and China.

Learn more about Xerafy by visiting www.xerafy.com.

About Holland RFID Inc.

Holland 1916- Founded in 1916, Holland 1916 is a progressive product identification manufacturer for the industrial market. Holland 1916's RFID division specializes in the custom design and production of highly durable RFID transponder carrier solutions for extreme environments. Holland prides itself in providing creative and rugged RFID tagging solutions for the industrial OEM and service markets.

Learn more about Holland 1916 by visiting us at www.holland1916.com/RFID or contact Jim Stradinger at jstradinger@holland1916.com or +1 816-268-5751.

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