



SMARTRAC establishes VALUE PLUS Partner Program with initial partner Seeonic

AMSTERDAM, THE NETHERLANDS, April 15, 2015 /EINPresswire.com/ -- At [RFID Journal Live!](#) in San Diego, RFID technology leader SMARTRAC has launched its new [VALUE PLUS Partner Program](#) for system integrators and resellers. The program aims to strengthen cooperation with selected partners to jointly develop new market segments and solutions. The first VALUE PLUS Partner is solution provider Seeonic from Plymouth, Minnesota.

“Together we are strong” – that literally describes the intention behind SMARTRAC's new approach fostering closer relationships with special partners. The VALUE PLUS Partner Program aims at creating incremental demand for solutions that are jointly developed and marketed by SMARTRAC and its VALUE PLUS Partners. Additional objectives include enhanced value creation, sustainable margins and enhanced sales efficiency.

VALUE PLUS Partners are entitled to gain access to SMARTRAC's product roadmaps at a very early stage. They will also benefit from comprehensive sales, marketing and communication cooperation and support.

The program's objective: generating more value together

For Peter Walendy, Senior Vice President and Head of Segment Industry at SMARTRAC, the VALUE PLUS Partner Program is the result of concentrating on essentials: “To consolidate and expand our position as the undisputed RFID leader, we focus on partnering with companies that are best in class. Our first announced partner Seeonic is a shining example of a VALUE PLUS Partner. By combining our own and our partners' forces, we are able to generate more value for our partners and their customers. That is exactly what our VALUE PLUS Partner Program is all about.”

Kevin Gorman, CEO of Seeonic, sees the participation in SMARTRAC's VALUE PLUS Partner Program as an important step for his company: "We are honored to be the first partner in SMARTRAC's VALUE PLUS Partner Program. We have found the team at SMARTRAC very responsive to our clients' needs by delivering tags that simply work in very demanding conditions."

Discover more about our VALUE PLUS Partner Program @ RFID Journal Live!, booth # 612, 15 - 17 April 2015, Convention Center, San Diego, CA, USA.

[About Seeonic](#)

For many businesses, there is a visibility gap at point of use. This lack of information results in lost sales and excessive inventory, negatively impacting working capital and profitability. The ability to optimize inventory levels provides our clients with the ability to better forecast demand; reduce inventory levels; provide for a sales gains by having the right product positioned; and finally to better sync production with distribution. Regardless of whether location is remote or mobile, Seeonic's solution provides autonomous visibility of inventory that provides our clients with better data for better decisions.

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About SMARTRAC

SMARTRAC is the leading RFID technology company in the production of both ready-made and customized products and services. SMARTRAC makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. The company's portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D, production and sales network, SMARTRAC's solutions combine physical products with digitally based services to empower the ecosystem of connected things. SMARTRAC has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, follow us on www.twitter.com/SMARTRAC_NV or click here to sign up for our quarterly newsletter.

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