



SMARTRAC Extends Value Plus Partner Program With New Partner Tadbik

AMSTERDAM, THE NETHERLANDS, October 15, 2015 /EINPresswire.com/ -- RFID technology leader SMARTRAC welcomes packaging solutions specialist [Tadbik](#) Advanced Technologies as a new member of its [Value Plus Partner Program](#).

SMARTRAC's Value Plus Partner Program fosters close relationships with highly specialized partners to create increasing demand for solutions that are jointly developed and marketed by SMARTRAC and its Value Plus Partners.

With vast experience in the packaging, printing and labels industries, Tadbik creates value for its global customer base in a wide array of applications, such as race timing labels; RTI labels; smart NFC stickers; RFID and NFC wristbands; UHF animal ID tags and more.

The company recently attracted a great deal of attention from industry experts when it developed a durable RFID shoe tag to be tied to shoelaces for the Nike Women's Race event in Istanbul, Turkey. The tags were branded with the Nike Women's Race logo and included a SMARTRAC Dogbone inlay based on Impinj Monza 4D chip, encoded with each runner's number and application instructions. This highlighted Tadbik's ability to design unique solutions and deliver them in volume with perfect quality. Tadbik relies on SMARTRAC tags and inlays, and is the company's exclusive distributor in Israel and South Africa.

For Osnat Gur, CEO of Tadbik Advanced Technologies, participation in SMARTRAC's Value Plus Partner Program is in line with her company's RFID strategy: "Tadbik has successfully established itself in the RFID market, and will continue to grow its presence in the RFID world together with SMARTRAC. In particular, our R&D teams are looking forward to cooperating ever more closely with SMARTRAC's developers for the mutual benefit of both companies and their clients worldwide."

Peter Walendy, Senior Vice President, Business Division Intelligent Things at SMARTRAC, explains "Our Value Plus Partner Program was established to generate more value for us, our partners and their customers. We are delighted that the program has proven attractive to a leading company like Tadbik. Due to its innovation, production excellence and ability to develop unique customized solutions, Tadbik has all the skills we would expect from an exemplary Value Plus Partner, and sets further standards for the Program."

More information about the Value Plus Partner Program is available at www.smartrac-group.com/value-plus-partners.html.

About Tadbik

Tadbik is a world leader in advanced flexible packaging, labels, RFID and in-pack promotion. With a reputation for on-time, in-budget delivery and consistently superior products backed by personalized customer service, Tadbik is the partner of choice for many global brands. Operating on four continents, we service a variety of industries including Food & Beverage, Agriculture, Logistics, Pharmaceutical and many others. With eight state of the art production facilities and highly skilled in-

house design and engineering teams, the company thrives on transforming great new concepts into highly attractive products. Always pushing itself and its technologies to the next level, Tadbik constantly develops new applications to help clients brand and sell their products in an increasingly competitive marketplace.

www.tadbik.com/RFID

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About SMARTRAC

SMARTRAC is the world's leading developer, manufacturer and supplier of RFID products and services, providing both ready-made and customized products and services suitable for a large number of applications. SMARTRAC makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. Leveraging its global R&D, production and sales network, SMARTRAC combines physical products with its Internet of Things platform Smart Cosmos, empowering the ecosystem of connected things. The company's solution portfolio is used in a wide array of applications: access control, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, logistics, retail, public transport, and many more. SMARTRAC has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, www.smart-cosmos.com and follow us on Twitter: www.twitter.com/SMARTRAC_NV.

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