



# Smartrac and Catalyst sign Memorandum of Understanding

*SMARTRAC and Catalyst decided to join forces in developing comprehensive RFID and IoT solutions that will empower retailers and brands to leverage their data.*

AMSTERDAM, THE NETHERLANDS, September 15, 2016 /EINPresswire.com/ -- RFID and IoT pacesetter Smartrac and Catalyst, a global supplier of retail solutions, have signed a memorandum of understanding (MoU). The two companies will join forces in developing comprehensive RFID and IoT solutions that will empower retailers and brands to leverage data to significantly improve in-store performance and optimize customer experiences and product lifecycles.

Smartrac and Catalyst have independently developed and marketed solutions based on RFID technology and the Internet of Things (IoT) for brands and retailers. By combining their respective strengths, they are best-positioned to respond to an ever-increasing market demand for innovative solutions that enable compelling services for retailers, brands and consumers.

As part of the agreement, Smartrac will contribute its peerless RFID experience and its IoT prowess, demonstrated by its industry-leading IoT delivery platform, Smart Cosmos, and its [Retail Store Optimization](#) and [Smart Brand Experience](#) solutions.

In addition to industry-leading retail technology solutions, Catalyst draws upon the in-depth knowledge and expertise in supply chain and retail industries as a part of Li & Fung, the leading consumer goods design, development, sourcing and supply chain management company.

“We are very pleased about the cooperation between Smartrac and Catalyst. Together, we can leverage the full potential of this partnership to develop unique and valuable end-to-end IoT solutions for retailers and brands that will allow them to go ‘super-digital’ and take full advantage of the latest innovations in retail technology,” said Christian Uhl, CEO and Chairman of the Management Board, Smartrac Technology Group.

“As the retail markets continue to rapidly evolve and ultimately require innovative developments, our agreement with Smartrac will be an important step towards providing end-to-end supply chain offerings to our customers worldwide and foster a future-proof ecosystem for retailers and brands,” added Ian Billetop, Managing Director, Catalyst.

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About Smartrac:

Smartrac is the world’s leading supplier of RFID products and IoT solutions, providing both ready-made and customized offerings, suitable for a large number of applications. 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 combines physical products with its Internet of Things platform Smart Cosmos, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit [www.smartrac-group.com](http://www.smartrac-group.com), [www.smart-cosmos.com](http://www.smart-cosmos.com) and follow us on Twitter: [www.twitter.com/SMARTRAC\\_NV](https://www.twitter.com/SMARTRAC_NV).

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Smart Cosmos is a registered trademark of Smartrac N.V.

About Catalyst:

Catalyst is a global supplier of retail solutions headquartered in High Wycombe, UK. In addition to a comprehensive range of Electrical Article Surveillance (EAS) security solutions, Catalyst provide a highly innovative end to end retail Radio Frequency Identification (RFID) solutions encompassing inventory, security and the customer experience. The services include Intelligent RFID tagging at the factory source. Catalyst is part of Li & Fung, the world's leading consumer goods sourcing and supply chain management company.

For more information, visit [www.catalyst-direct.com](http://www.catalyst-direct.com) and follow us on Twitter:

[https://twitter.com/Cat\\_Security](https://twitter.com/Cat_Security).

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About Li & Fung

Li & Fung (SEHK: 494), the Hong Kong-headquartered multinational group, is the world's leader in consumer goods design, development, sourcing and logistics. It specializes in responsibly managing supply chains of high-volume, time-sensitive goods for leading retailers and brands worldwide, in more than 300 offices across 40 economies.

For more information, please visit [www.lifung.com](http://www.lifung.com)

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