

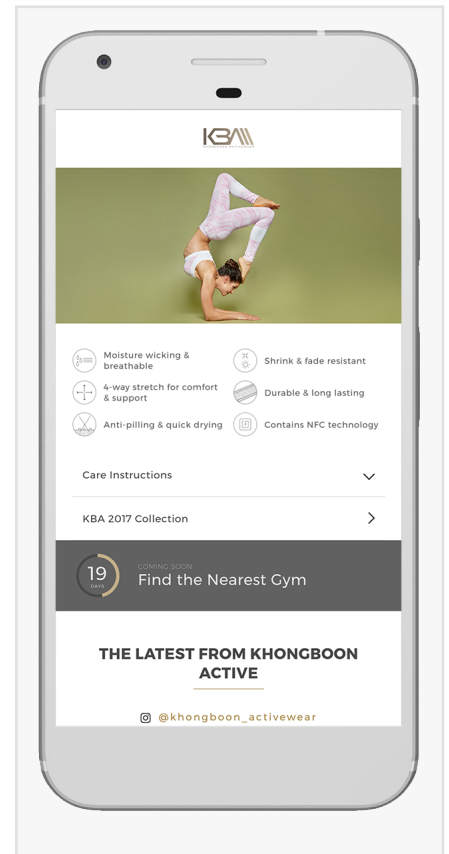
# Khongboon Partners with Smartrac and Blue Bite to Launch Smart Activewear Brand

*Khongboon's newest activewear line transforms clothing into smartwear, allowing customers to directly engage with the brand through their connected apparel.*

AMSTERDAM, THE NETHERLANDS, May 3, 2017

/EINPresswire.com/ -- Global swimwear company, Khongboon Group, is thrilled to announce the launch of a new women's brand, [Khongboon Activewear \(KBA\)](#). In partnership with Smartrac, the global leader in innovative RFID products and IoT solutions, and Blue Bite, a digital experience engine, the activewear line utilizes the latest NFC technology to deliver mobile engagements throughout the lifecycle of each item.

Each piece within the new collection is equipped with [Smartrac's Experiences solution](#), and embedded with the Smartrac's Circus Dura NFC tag, featured by NXP's NTAG® 213 IC, under the KBA logo. Customers can tap the logo with any NFC-enabled device to receive a dynamic user experience powered by Blue Bite, which includes product information, collection lookbook, real-time social media feeds, and a countdown to the next content update. Upcoming releases include exclusive promotions and contextually-aware components, such as nearby gym locations, running paths and fitness tracking, for even more personalized journeys.



“We always aim to be on the forefront of quality and designs with our swimwear. Upon launching our new activewear line, we wanted to offer the best in technology, functions and quality - all in the same product. NFC technology fulfilled all of our requirements, especially when partnering with the leading providers of this technology. Blue Bite and Smartrac were easy choices,” says Alexander Hagard Gronwall, Co-founder at Khongboon Group Ltd.

“Partnering with Khongboon and Blue Bite is another confirmation that Smartrac's innovative products and solutions are essential ingredients for end-to-end product digitization. Bringing digital services to their products presents a major opportunity for brand manufacturers, and Smartrac is proud to support Khongboon in making the most of that opportunity,” says Corey L. Wilson, Vice President Global Business Development, at Smartrac.

“The launch of the new KBA brand comes at a time when fitness is an increasing priority for many individuals. The integration of Blue Bite technology into apparel provides health-conscious consumers added benefits that are currently unavailable in other activewear lines. We look forward to continuing the collaboration on new and compelling digital experiences for Khongboon customers,” said Mikhail Damiani, CEO of Blue Bite.

The KBA line is currently available online at [khongboonswimwear.com](#) and [khongboonactivewear.com](#)

for purchase, and will soon be available at retailers around the world.

#### About Khongboon

Founded in 2014 by Supaporn Khongboon, KHONGBOON GROUP LTD has already emerged as an leading provider of swimwear worldwide, combining luxury fabrics, quality and forward thinking designs into one product, while still keeping an affordable price-point. Khongboon Activewear was founded in 2017 with the aim to provide the best in Activewear to all women. Khongboon's combination of the latest in technology, luxury compression fabrics and quality enables every woman to live their best active lifestyle without any compromises. Each piece compresses, lifts and shapes the body to perfection, while keeping muscles warm, enabling the wearer to perform at their maximum. Weather going to a Yoga class, swimming, suntanning or running a marathon, Khongboon gear is perfected for each and every activity. Khongboon Swimwear is now selling in over 36 countries and available through major retailers all over the world. For more information about us and our products, please visit [www.khongboonswimwear.com](http://www.khongboonswimwear.com) and follow @khongboon\_swimwear through Instagram or facebook.com/khongboonswimwear.

#### About Smartrac

Smartrac is a leading vendor of RFID products and IoT solutions, providing both ready-made and customized offerings. We make products smart, and enable businesses to identify, authenticate, track and complement products and solutions. Our portfolio is used in a wide array of applications, such as animal identification, automation, automotive, brand experience, industry, library and media management, laundry, logistics, retail, supply chain management, and many more. Leveraging our global Research & Development Centers, production and sales network, and IoT-enablement platform Smart Cosmos, we embed intelligence into physical products, 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), follow Smartrac on Twitter: [www.twitter.com/SMARTRAC\\_NV](https://www.twitter.com/SMARTRAC_NV) or click here to sign up for a quarterly newsletter.

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#### About Blue Bite

Founded in 2007, Blue Bite is a digital experience engine that delivers contextually-aware content through smart objects. With its patented technology, the Company enables brands to acquire and retain customers more effectively, by enhancing product value and improving consumer experience. Blue Bite streamlines the creation and delivery of relevant, dynamic, digital experiences through conditional logic, all while garnering real-time analytics to measure impact and amplify value. For more information, please visit [www.bluebite.com](http://www.bluebite.com) and follow @bluebite on LinkedIn and Twitter.

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