

# Smartrac Introduces Midas FlagTag, a Cost-Efficient High-Performance Tag for Metallic Surfaces and Everyday Objects

*Midas FlagTag® is an innovative RFID tag for consumer goods and industrial components with metallic, plastic and cardboard surfaces.*

AMSTERDAM, THE NETHERLANDS, September 8, 2017 /EINPresswire.com/ -- RFID and IoT solutions pacesetter Smartrac has announced its Midas FlagTag®, a technically sophisticated yet simplified, innovative RFID tag for consumer goods and industrial components with metallic, plastic and cardboard surfaces.



Smartrac's unique Midas FlagTag design uses the metallic surface as part of the antenna structure. This ensures superior performance in less demanding physical environments, while providing cost advantages compared to foam-based inlays and hard tags typically designed for use on surfaces in tougher industrial environments.

Until now, tagging metallic packaging and liquids has presented a challenge in many applications. Midas FlagTag can solve this issue in high-performance and cost-effective ways. It is the on-metal first choice solution for authentication of retail, pharma, healthcare or industrial items, as well as supply chain & asset management applications.

Midas FlagTag features an Impinj Monza R6 IC and utilizes RAIN RFID technology, based on the UHF RFID protocol standard developed by GS1 and ISO. Additionally, the tags are suitable for full IoT integration into Smartrac's enablement platform Smart Cosmos.

## Innovative Design for Best-in-Class Performance

Midas FlagTag has a small form factor with a total size of 60 x 21mm when used as a standard flat paper tag. As a special feature, a flag can be created at the end of tag with a final paper tag size of 43 x 21mm after folding, and with an exposed area of 17 x 21 mm. The folded part of the tag sticks out of the metal resembling a flag, and the attached antenna part uses the metal surface as part of the antenna structure to increase the performance of the tag. Read distances of more than 10 meters can be achieved, depending on the geometry and size of the metal object. The tags are compatible with RFID printers for easy printing and encoding.

## A smart concept turned into a convincing product

"Midas FlagTag is a bright example of what Smartrac's success is built upon: a smart concept turned into a truly innovative, convincing product that expands the scope of RFID technology. Working

extremely well on metallic packaging and liquids containers, Midas FlagTag literally has the 'Midas Touch' and, moreover, fits perfectly into our IoT solutions portfolio. These aspects make us believe that Midas FlagTag will have considerable impact on the market", says Dirk Boltersdorf, Head of Product Management Inlays and Tags at Smartrac.

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 product offerings. Our portfolio is used in a wide array of applications, such as animal identification, automation, automotive, brand product manufacturers, 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 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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