

MeadWestvaco

RFID in a box

**Capabilities and Needs
Of a Packaging Supplier**



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Consumer Packaging Group

**Media &
Entertainment**

**Consumer
Products**

Healthcare

Consumer & Office Products

- First name in school, office and time management products
- ▶ One of the largest producers of envelopes worldwide
 - ◆ personal use
 - ◆ financial
 - ◆ direct mail
 - ◆ billing

RFID Vision

Early member of the Auto-ID Center

Founded MeadWestvaco Intelligent Systems
now Vue Technology

RFID Capabilities

Production capabilities to

- item level code
- test
- tag

anything that we currently do EAS tagging on

RFID Needs

We need what brings
success to our customers.

RFID Needs

Item level tracking at low cost

- This does not necessarily mean 96-bit RFID, but
- any addition to the infrastructure has to have a strong value proposition.

We are interested in looking at a broad range of technologies.

RFID Needs

Attention to the total life cost of the tag, including the cost of

- Application to the package,
- Testing and handling of rejects,
- Failed reads in the supply chain,
- Disposal

RFID Needs

This does not necessarily mean 96-bit RFID,
but a standard infrastructure is of value

Track and Trace

data management infrastructures

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