

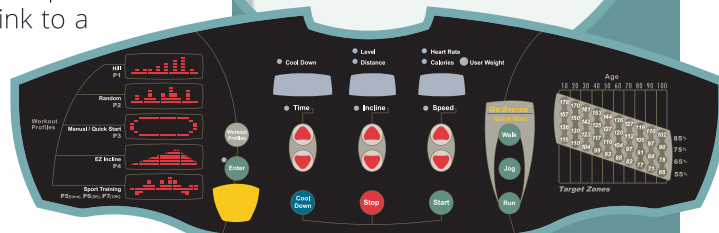


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SPORTING GOODS AND LEISURE MARKETS:

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Labels as high-tech consumer engagement tools? Yes. It's a thing. Product labeling has featured barcodes, QR codes and the like for some time now, allowing customers to use smart phone apps to access added information. But as technology advances, how much further can a label go? One leading fitness equipment manufacturer decided to put that question to the test. A single strength training machine might give a gym-goer three or four different exercise options, but there's only so much room on the steel framing to display instructional graphics. This customer had been using polycarbonate decals surface printed with 3-D barcodes to make it easy for a smartphone user to scan and link to a demo video or track their workout using the company's app. Recognizing the emergence of RFID-compatible smart devices, the manufacturer also wanted to incorporate RFID tags to leverage the added convenience of this "near field" technology that directly links up for access to tracking capabilities or instructional YouTube videos without the extra step of physically scanning.



Easy enough, right? Well... it turns out not all of the manufacturer's label suppliers practiced disciplined quality control. Since all of the components of this solution had to match up in order for the technology to work, if the wrong RFID tag was attached to a printed label or the wrong barcode was programmed to a specific exercise, the end user would get none of the value, the gym owner would get a lot of complaints and the manufacturer could lose business. Empire's commitment to collaboration, problem solving and exacting quality standards were the key to making this combination of printed labels and emerging technology successful. Empire assigned a dedicated employee to production of the labels for this customer to ensure consistency and built multiple redundancies into the process to eliminate errors. Team members from sales and production worked hand in hand with the customer to address all of their concerns. Fitness fanatics are famously demanding and frequently early adopters of technology to improve their performance. Keeping this audience happy is the lifeblood of the manufacturer. Working with Empire gives them peace of mind and allows them to continue to innovate without worries about the quality and consistency of the instructional information they provide to their users.

ELECTRONIC OVERLAYS



RFID TAGS



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