

## Tag Personalisation Services

### *Individualised Tags for Customer Solutions*

RFID tags can be used in a wide range of applications but sometimes they need to perform more than the simple function of identifying an object or individual electronically. Perhaps an access control card needs to carry the staff member's signature, perhaps a tag needs to carry an identifying bar code printed on it too.

Creating tags with itemised data is often a feature of asset management, maintenance, logistics or access control systems. For that reason CoreRFID offers a range of tag personalisation services that adapt both the look and the data content of tags to identify specific items or individuals.

CoreRFID has the experience, resources and track record in RFID tag personalisation and works with partners that are leaders in the field to provide mass customisations services that allow our customers to meet their requirements, exactly.

### **Individual Tags: A Range of Services**

Tag personalization services are concerned with creating individual tags that are specific in some way to the individual or the item that they will related to. Personalisation services can be divided into two main classes, electronic and printed / visible personalisation. In both cases each individual tag is different in some way from every other.

Tag personalisation provides some important benefits in a project (see overleaf) but it also requires that procurement and project managers take care in the selection of their tag personalization partner. CoreRFID has shipped millions of personalised tags and specialises in the processes needed to ensure that potential pitfalls in personalisation are avoided. Personalisation has a cost and the lead times associated with personalised tags mean that careful project planning is needed, however personalised tags are often much easier to apply and help to promote user acceptance, an important success factor often overlooked in RFID implementations. CoreRFID works with leading tag providers, print or engraving houses, and handles data in accordance with the client's data protection, security and privacy requirements. CoreRFID personalisation solutions can use data conforming to appropriate international standards where needed.

### **Print & Visual Personalisation**

RFID tags can be overprinted (or engraved) with data to make them instantly recognizable and easy to use in the workplace. Visual personalisation includes casting tag housings in different colours for different tag applications; adding customer logos; printing or engraving individual numbers (that are also stored electronically as data on the tag); packaging tags in sets; adding printed documentation to tag sets.



**Personalised tags are easier to install, avoiding data errors at the start of projects – a solution for Xerox Corporation.**

**Tag personalisation provides tags that can be easily associated with the items to which they will be applied, making implementation and operation more effective.**

Print can be carried out using a range of techniques depending on the nature of printing required and the volumes needed. For tags that are embedded in credit-card style formats, then the whole range of card personalisation services can be applied to the RFID enabled card. RFID tag cards can be provided with embossed number data, with signature panels, identifying holograms and with the cardholders photograph if needed.

### Pre-Written Tags

For read-write tags, customer data (asset numbers, part numbers, location numbers, staff identifiers, for example) can be written to the tags before they are delivered. Writing tag data as part of the manufacturing process helps to simplify the use of tags, especially when used in asset management or similar applications. CoreRFID can take your data and deliver tags already written with the required information. This speeds the process of fixing tags to assets and reduces the risk of error, just as London Underground did when they asked CoreRFID to deliver pre-encoded tags for their escalator step tagging project.

### Common Tag Coding Standards

One example of a common tag coding standard is the ISO 11784 standard used for animal tagging which defines the data coding for different countries using these tags. CoreRFID provides tags conforming to this standard pre-encoded with unique animal identifiers.



**Injectable animal tags are shipped pre-encoded with identifying bar code labels that can be used to link the tag to associated documentation.**

Other standards include those developed by GS-1, AIM and EPC Global. GS-1 in particular is concerned with developing data item standards for different areas (using their extensive experience in bar coding) and provide a standard for creating unique identifiers for Global Individual Asset Identifier, Global Returnable Asset Identifier, Global Service Relation Number (the recipients – or deliverers - of a service, e.g. customers, employees, patients, etc), Global Location Number (identifiers for physical locations). The use of these codes in relation to RFID tags is defined in the EPC Global EPC Tag Data Standard Version 1.4.

CoreRFID is well placed to work with customers on tag personalisation as a solution provider member of GS-1 and a member of AIM UK.

### The Benefits

CoreRFID's tag personalisation services provide:

- Wide range of tag printing, colouring and coding options.
- Pre-encoded tags to simplify tag attachment processes.
- Data encoded and printed tags that can be identified visually and electronically
- Combined barcode and RFID tag data support dual identification.
- Data handling complying with customer data protection and security needs.
- Implementation of relevant data encoding standards.
- Full range of card personalisation services for card embedded tags.

## About CoreRFID

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