



PRESS INFORMATION

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For Immediate Release

Confidex Extends Distribution With CoreRFID

Confidex, a fast growing company specialising in the design, engineering and manufacturing of radio frequency identification (RFID) components, has selected CoreRFID to provide its retail web presence.

CoreRFID has set up a web shop (www.confidex-rfid.com) and distribution capability for Confidex that will allow them to reach out globally to a wider range of customers. CoreRFID will support the web shop with specialist sales advice, order logistics and distribution from its centre in Warrington, UK. Confidex will be able to support low volume orders and implementations of pilot systems more easily. End users and systems integrators will be able to purchase small quantities of Confidex tags. With the growth in the range of applications being supported by UHF RFID, Confidex see this as an aid to ensuring wider use of their technology.

CoreRFID will support shipment of all variants of Confidex tags including all frequency versions of those tags which are optimized to certain regulated frequency bands; 865-868MHz (ETSI), 902-928MHz (FCC) and 952-955MHz (Japan) and will provide a full range of payment options on behalf of Confidex. Orders for larger quantities are redirected to the Confidex network of distributors, ensuring that customers get the full local service that they may need.

Torbjörn Andersson, Vice president of Worldwide Sales & Business Development for Confidex, welcomed the new service. "It's a great new facility that makes it easier for customers to do business with us. We are pleased to be able to take advantage of CoreRFID's expertise in web shopping and distribution to achieve this."

Mike Maughan, CoreRFID's Managing Director, sees this as an important addition to CoreRFID's marketing and sales arm. "We have worked with Confidex for some time. The new service makes it easier for Confidex to reach customers worldwide. And by supporting small volume projects, Confidex gives itself the opportunity of greater follow-on business as projects move from test-beds to pilots to roll-out."

About Confidex

Confidex, headquartered in Tampere, Finland, is a fast growing company with unique expertise in RFID design, manufacturing and system engineering. With offices in Europe, North America and China, Confidex provides high-performing, industry-standard RFID tags for demanding applications. The company's highly experienced team has enabled Confidex to quickly become the trusted partner for major vendors and end-users in the RFID industry.

Confidex's core competencies and experience span HF (high frequency) and UHF (ultra high frequency) antenna design, tag manufacturing, and advanced tag conversion and encapsulation.

For more information, visit www.confidex.net.

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About CoreRFID

CoreRFID, based in Warrington, UK, is a specialist solution integrator and distributor for RFID applications and technology. CoreRFID develops and implements RFID solutions across healthcare, transport, facilities management, government and high-value manufacturing. The company has delivered applications for asset management, health and safety monitoring, pick and pack manufacturing and plant maintenance.

CoreRFID's has capabilities in RFID technology selection, mobile computing platforms and solution design, development and deployment, working in conjunction with major clients and integrating where necessary with existing back office systems. CoreRFID also operates a web shop outlet and distribution facility.

For more information, visit www.corerfid.com or www.rfidshop.com.

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