



Integrated Solutions Group

## Press Release

### **AICC Innovator of the Year Award Goes to HIDE-Pack – RFID Smart Boxes**

**Dallas, TX & Montreal, QC** – October 1, 2008 – Today, HIDE-Pack, a packaging solutions group based in Montréal, and Global Systems Integrator Domino Integrated Solutions Group announce taking top honors for AICC’s Innovator of the Year contest. The winner was announced Friday, September 26<sup>th</sup> at the Annual Meeting for the Association of Independent Corrugated Converters (AICC) coinciding with Super CorrExpo. AICC members voted on the innovations, with HIDE-Pack™ receiving the majority of those votes. HIDE-Pack is a unique technology that allows corrugate manufacturers to produce RFID-enabled packaging.

“Winning Innovator of the Year from AICC is an exciting accomplishment for the entire HIDE-Pack team whose tireless efforts helped develop a system that revolutionizes the implementation of RFID technology,” said Paul de Blois, General Manager & VP of HIDE-Pack. “By putting RFID at the corrugate level, corrugated converters can now offer value-added services and expand their product portfolio.”

HIDE-Pack consists of embedding an RFID inlay within the structure of a package, corrugated case or folding carton, so that the inlay is not visible from the outside or the inside of the package. Effectively, the RFID inlay becomes an integral part of the packaging medium. The layers of packaging adhesive encapsulating the HIDE-compliant inlay preserve the inlay’s performance under detrimental conditions such a condensation resulting from cold storage and protect it from shocks resulting from automated equipment handling..

“HIDE-Pack is an exciting technology, confirmed by winning top honors as Innovator of the Year. HIDE-Pack reduces the need for capital intensive RFID printers and applicators, simplifies RFID adoption, and cuts consumable costs by eliminating the need for a paper label,” states B. Dwain Farley, CEO of Domino ISG (Americas). “It truly is a revolutionary technology that can enable true traceability throughout the supply chain”

By eliminating or reducing the need for RFID printers and applicators, HIDE-Pack simplifies RFID adoption. In-line RFID readers and antenna create a smaller footprint for encoding, verifying and validating HIDE-Pack enabled boxes. Consumables in the form of traditional RFID labels are avoided, and substantial savings are achievable by avoiding the operational costs associated with printer-based systems.

AICC represents a majority of the independent corrugated packaging manufacturers and their suppliers. Developed eighteen years ago as a forum for box makers and suppliers to put forward their best innovations, the Innovator of the Year has evolved into a highly

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competitive arena highlighting the technological innovations of members in areas including production, material handling, manufacturing, training and administration. Each year, the AICC Plant Innovations Committee holds a call for entries and after reviewing the submissions received from AICC members, determines the finalist entries that are then voted on by AICC Annual Meeting attendees. Cosponsored by Board Converting News, the competition alternates its focus between box makers, suppliers, and non-machinery aspects of the converting industry.

“Clearly, HIDE-Pack captured the attention and vote of the majority of our meeting attendees as the Inline RFID. Embedding System for Flexo Folder-Gluers won the competition,” said XX, of AICC. “The two innovative aspects of the HIDE-Pack reside in the fact that the RFID inlay imbedding process is carried out online, during the production of the containers, and at no detriment to the overall press efficiency, and the fact that the RFID inlay uses the container’s structure not only as a supporting medium, but also as a protective one.”

#### **About HIDE-Pack**

HIDE-Pack is part of a privately owned worldwide packaging, paper and tissue company. The HIDE-Pack technology was developed in a corrugated container plant in Montréal, QC, and RFID-enabled packaging recyclability testing was done at a nearby 100% recycled fiber based linerboard mill. The HIDE-Pack team is responsible for the distribution of HIDE-Pack compliant low cost RFID inlays and assists Domino ISG’s deployment of the new technology by offering support for packaging-specific needs from customers.

#### **About Domino Integrated Solutions Group**

The Integrated Solutions Group of Domino Printing Sciences Plc is a leading innovator of technologies and full solutions that provide robust traceability, product security, and automatic identification and data collection systems. Domino offers a full integration service that extends from initial needs based consultation, technology evaluation and testing through to full system implementation. By integrating the leading AIDC technologies available and combing these with a data management platform that extends from control over data flows within the enterprise, to transfer to external parties, the company offers an extensive range of modular and scalable track & trace systems. Configurable RFID packages are available that can provide immediate cost benefit and enable customers to avoid unnecessary costs associated with RFID mandates.

Working with customers from initial concept analysis, project migration planning through to full implementation of in-line automated RFID track and trace systems, and combined with its open-platform approach, Domino’s Integrated Solutions Group has the technical and project management expertise to deliver the most appropriate and effective solution to suit individual customer needs. For more information, please visit the company’s website at [www.domino-isg.com/hidepack](http://www.domino-isg.com/hidepack) or call 877.895.2896 or +1 214 338 0104.

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