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Datamars launches revolutionary textile identification package



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Datamars partners with ABS to deliver complete, fully scalable RFID solutions to textile rental and industrial laundry businesses of all sizes

Frankfurt, Germany, May 31, 2008 - Datamars, a leading global supplier of high performance RFID-based solutions, and ABS Laundry Business Solutions, the leading specialist in automation and logistics solutions for the textile rental business worldwide, have formed a customer-focused alliance to bring RFID technology to the entire textile rental and industrial laundry sector, benefiting end-users and industry partners alike.

This major collaboration reflects the increasing demand for RFID technology in this sector, suited to the individual needs of customers, irrespective of their size or location. To ensure RFID technology is more accessible to textile rental and laundry businesses, Datamars and ABS have developed a modular approach, bundling hardware and software components to deliver a total solution that is affordable and meets individual business needs and budgets.

"A major benefit to the textile rental and laundry industries is that businesses of all sizes throughout the world can now easily implement a turnkey Datamars RFID system," says Ken Boyle, Chief Marketing Officer at Datamars. "Our partnership with ABS will enable us to offer complete ID solutions tailored to the specific requirements of small and medium sized laundrers and rental textile companies worldwide - a truly complete, state-of-the-art and affordable RFID-based textile identification solution."

In addition to developing, designing and manufacturing a broad range of RFID tags, readers and antennas for this RFID-based solution, Datamars also offers consulting and integration services. Datamars' proven reputation in RFID for the sector complements the ABS commitment to providing a forward-looking information management system and the means to optimize business processes for textile rental and laundry companies.

"The scalability of our applications allows a system to grow with a business, enabling customers to better leverage their initial investment," says ABS President, Anne de Boer. "The functionality and reliability of Datamars products will contribute to ensure streamlined installations are achieved without long or costly migration processes."

The ABS system includes garment and mat tracking, stockroom management and order processing. In addition, its customers benefit from efficient processes for production information and management, time registration, mobile applications and e-commerce services.

Both companies entering this non-exclusive agreement are certain their combined approach to a total solution incorporating RFID into all aspects of a laundry's business, can only benefit their customers and the industry as a whole.

About Datamars

Datamars is a leading global supplier of high performance RFID-based solutions. Founded in 1988, the company has developed a broad range of identification solutions based on RFID transponders, readers and antennas and is currently market leader in the companion animal and textile identification markets. Fully integrated product portfolios, technological innovation and a profound understanding of customer requirements have earned Datamars a reputation for quality and performance worldwide. As an RFID manufacturing company, Datamars works with strong partners and has developed a worldwide distribution network in each of its target markets. Datamars employs more than 160 employees globally with offices in Europe, Asia, and the Americas.

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