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## RFID Tags on 3.5 Million Flower Trolleys

**For the past few years, central players within the European green sector – FloraHolland, VGB, Landgard, GASA Group, and Container Centralen – have worked on finding the best solution for implementing RFID in the industry. Now the project group has reached an agreement on the implementation, and IBM has been selected as the technology supplier for the pre-project. The consequences of the RFID implementation for the logistic flow in the green sector in Europe will be comprehensive.**

Most plants in Europe are transported on flower trolleys, CC Containers, which have become the acknowledged standard transportation unit in the industry. Several counterfeit CC Containers with false identification marks have been launched into the pool of containers during recent years. This has led to a general decrease in the quality of the pool and increasing repair costs.



*From the beginning of 2010, 3.5 million CC Containers – the standard transportation unit for pot plants in Europe – will be equipped with RFID tags to eliminate fraud in the horticultural industry.*

- The primary motivation of introducing RFID (Radio Frequency Identification, ed.) in the industry was of course to improve the overall quality of our pool of transportation units because it will now become much easier to keep it clean of cheap, illegal copies, says Mr. Berno Holmgaard, CEO at the pool operator Container Centralen.

Using RFID is unprecedented in the horticultural industry. Apart from identifying illegal copies, RFID will bring significant time and cost savings in the logistic operations throughout the entire supply chain, inclusive of the retail outlets.

Container Centralen and IBM will run an RFID pre-project this autumn in cooperation with the rest of the project group. A number of CC Containers will be equipped with RFID tags. Previous tests have successfully been run in closed loops, but this test will be carried out in the real operating environments. It is therefore an important preparation for the full-scale implementation, which will take place in the beginning of 2010, when all 3.5 million CC Containers in circulation will be equipped with RFID tags.

- The project for Container Centralen is very comprehensive and unique. IBM delivers a total solution; we deliver the software, develop the project and manage it from start to finish. We will apply a wide range of IBM's key skills throughout this project: It offers many perspectives - both in relation to the

transportation sector and several other sectors that we believe may benefit from RFID, says Boy Steiner, Business Development Executive at IBM.

To ensure that all players in the market will benefit from the new RFID technology, it is important that the participating parties agree upon the implementation and further operations. Therefore the project group partners have signed a Letter Of Intent, defining all the details of the process.

- It's the first time a whole industry is working together to create a standard like this, and I'm very proud that companies who are competing hard for market shares every day are able to sit together and work on a project that will benefit all companies within the industry, Holmgaard says.

Interested parties will be able to see a demonstration of the logistic flow with RFID at different trade fairs within the industry – first time being at the Internationale Pflanzenmesse (IPM) in Essen, Germany, from January 29 to February 1, 2009.

**For more information, please contact:**

Søren Møller Sørensen, Corporate Supply Chain Manager, Container Centralen a/s, Tel.: +45 6314 2667, Mobile: +45 5115 7221.

Berno Holmgaard, CEO, Container Centralen a/s, Tel.: +45 6314 2130, Mobile: +45 3120 2130.

Carsten Grønning, Media Relations Manager, IBM Danmark A/S, Mobile: +45 2880 3516.

See also: [www.container-centralen.com](http://www.container-centralen.com)

*FloraHolland, VGB, Landgard, GASA Group, Container Centralen, IBM*