



CC ADOPTS REVOLUTIONARY RFID TRACKING SYSTEM



Container Centralen, Inc. (CC) is adopting a Radio Frequency Identification (RFID) system for tracking CC equipment. The initial roll-out of the system will include approximately 150 locations and 250,000 CC Containers (shipping racks) that CC supplies to horticultural customers throughout North America.

CC selected an `Active Tag` RFID system for North America, and the project is believed to be the largest Active Tag RFID deployment in the world.

In announcing the project, Sonny Costin, President of CC, Inc. commented "Our team is excited to be moving forward with this groundbreaking technology because our customer's will gain added assurance that the system we provide to them accurately captures the movement of all CC equipment within the horticultural

supply chain. This is important for optimizing customer use of CC equipment and creating opportunities for cost reduction." He added, "Moving forward with this project consolidates CC's position as the fastest growing and most customer-centric rack supplier in North America."

The Project Partners

CC's RFID project spanned two years of preparation which culminated in the selection of two highly accomplished and innovative RFID supplier-partners.

- Fluensee, Inc. (Denver, CO) will provide the asset tracking and visibility software to leverage RFID technology in *optimizing the use* of the tagged CC racks. Fluensee is also responsible for the solution implementation and support services.
- RF Code, Inc (Austin, TX) will provide the active tags, readers and infrastructure necessary to enable CC's rack tracking initiative.

Fluensee and RF Code have previously worked together on RFID implementations and so integration of their services and products is already well established.

A System Adapted For Customers

In recognition of the fact that many of CC's customers are located in remote and rural locations, unique RFID readers have been developed. As an example, one of the readers is capable of operating from solar power, and uses a 3G dial-up modem for Internet data transmission. "Our RFID project has been developed to meet the real world challenges presented by our customer base. We are delighted that as we roll-out the system we will be providing our customers with one of the most sophisticated equipment tracking solutions ever implemented across an Industry supply chain," noted Mr. Costin.

Implementation of the project commences immediately and includes installation of readers at 150 locations and attachment of 250,000 RFID tags to CC shipping racks. The system will be fully-deployed from end-February 2010.

Sign up for more information from Container Centralen on www.container-centralen.us/register





About Container Centralen

Container Centralen (CC) is the global leader in the supply of Container/rack services for the horticultural industry. The company operates in 40 countries across Europe, Asia and North America, and offers access to more than 3.5 million CC Containers (shipping racks) and Returnable Transport Items. With a solid foundation in Europe with more than 20,000 customers CC established a North American operation in 2006. The North American business has expanded rapidly, and now provides service to over 200 growers shipping to more than 5,000 retail locations. CC is committed to creative use of technology to enhance the services it offers to customers; CC's businesses in Europe and USA are both proceeding with RFID projects. For more information about CC, please visit: www.container-centralen.com.

About Fluensee

Fluensee's RFID asset tracking and management solutions improve the visibility, accuracy, security and utilization of a company's mobile and fixed assets. Its end-to-end solutions combine highly configurable and patented software and implementation services with hardware from leading RFID, barcode, GPS and sensor technology providers. Fluensee offers its browser-based, enterprise-class AssetTrack™ solution that tracks IT equipment, returnable assets, tools, equipment and all types of other high-value assets, along with its Yard™ application that is designed to efficiently manage assets in transportation and distribution environments. All of Fluensee's solutions are platform- and hardware-agnostic. Fluensee is a privately held, venture-backed company headquartered in Englewood, Colorado. For more information, visit www.fluensee.com

About RF Code

RF Code automates the ability to discover, track and monitor high-value physical assets across the enterprise. Using the company's award-winning platform for real-time, active RFID, customers know instantly and on demand the location, movement, environmental status and history of each individual asset across its lifecycle. This spares customers the high cost, time intensity and compliance risk of a manual inventory and enables customers to better manage the total cost of ownership of their asset inventory. RF Code and its world-class roster of global partners develop solutions used in demanding industry environments including IT, healthcare, defense, pharmaceutical, manufacturing, transportation and homeland security. www.rfcode.com

