

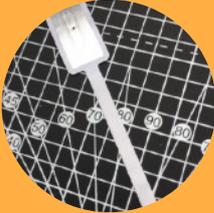
RFID in Retail Marketing Case Study



RFID for a POP up Store

Pixel Inspiration needed to create a pop up Store to show case Make-Up Brands for one of their clients.

Pixel Inspiration had been given the unique opportunity to create something different for one of their clients. The Client required something that showcased Make-Up Brands using the latest technology. Established in 2004, Pixel Inspiration is the UK's leading implementer of digital signage and out of home media solutions, their Innovative approach to projects puts them ahead of the competition and this project fitted perfect for the company.



RFID Tags for Jewellery

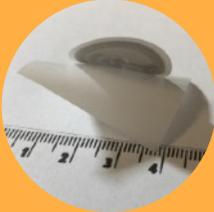
RFID Tags come in many shapes and sizes.



RFID Tags Can be Printed onto

Add your own text, Logo, whatever you would like.

RFID Labels



The RFID Labels chosen by Pixel Inspiration were the perfect solution

RFID RETAIL

More Companies are seeing the benefit of using RFID in this sector

RFID TAG PRICE

Tag prices have dropped over the years with many projects now viable which were previously not

RFID INNOVATION

There are many companies using RFID in very Innovative ways to get ahead of the competition.

So, how did AbleID help Pixel Inspiration.

Jade from Pixel Inspiration first made contact.

Jade wanted a tag that could be placed on the makeup products that could be read using their NFC Reader which they had already purchased. The labels also had to have a print on with the chosen colours and also the words “SCAN ME”. quite simply, when a customer picked up the product they would scan the RFID tag on the reader and information for that product would be provided.

There was also a tight timescale which had to be met as the Pop up Store was to showcase the latest products for the makeup brand.

This is when AbleID had to get to work and provide the RFID tag to Pixel Inspiration. We firstly provided samples to check they worked. Pixel Inspiration then provided the Graphic required for printing. We then sent a graphic confirmation to make sure this was correct.

“There are lots of examples of RFID Tags, getting the right

one is key to the



success of any project”

Jade took delivery of the RFID tags before the deadline provided. Jade responded with **“I was at the Store walk around yesterday and I am pleased to say the tags were very well received as part of this project”**.

If you are looking for RFID tags or readers as part of your project, please get in touch we would be happy to help. We offer many types of RFID Tag and readers.

ABOUT ABLEID LTD

AbleID Ltd is a UK Based Company in the North West of England. Our Customer Base includes big names such as Samsung, DHL, Debenhams, Cisco, plus many other SME's, Schools, Colleges and Universities. We pride ourselves in delivering you the product you require at a competitive price and a friendly and helpful service.

If you have a RFID project and are unsure what RFID Readers, RFID tags or software to use please contact us as we would be delighted to provide you with the most suitable product for your application. If we can't supply a product we can generally recommend another RFID company that can help, so please get in touch info@ableid.com

