

# CASE STUDY

## TAMARACK PRODUCTS

Lake Image integrates its **DISCOVERY READ&PRINT** technology to print variable information onto RFID Tags and Labels at time of inlay insertion

Lake Image Systems Inc. is pleased to announce that its **award-winning DISCOVERY READ&PRINT for RFID** has been fully integrated into Tamarack's inline and offline RFID inlay production modules, used in Tamarack's P500 and RFID Extreme products. During RFID Inlay insertion process, the integration ensures real-time, single pass RFID reading and encoding with inline inkjet label printing, tracking and camera verification for automated, high speed and high quality, multi-lane RFID tags and label production.



Like barcodes, variable data encoded on the RFID needs to be accessible, accurate and error-free and matched against any printed data on associated labels, tags, and documents. Without this, the integrity of the data and the item being tracked can be lost, creating a significant business or security risk.

According to IDTechEx<sup>1</sup>, the global RFID tags and labels market value is expected to grow to \$1.4B by 2022, up from \$0.65B in 2016<sup>1</sup>. A key driver to this growth will be the industry's capacity to offer high volumes of affordable, reliable and fully personalized RFID tags and labels for the Retail, Security, Manufacturing, and Leisure and Transportation markets.

This integrated solution allows printers and converters to economically manufacture fully inlayed RFID labels and tags, encode them with variable data, with synchronized inkjet label printing, all on a single device, with built-in error verification and RFID data to print matching.

"Lake Image Systems stood out as one of a handful of companies that had the expertise and technology to bring all the various elements, onto our RFID inlay equipment, to produce fully verified, variably printed and encoded RFID tags and Labels at production speeds," said Tamarack's President David Steidinger. "By expanding our product offering to include integrated inkjet printing with reliable, real-time production verification, we now have a high performance, robust and automated solution to satisfy this challenging requirement from our clients."

"Throughout the 25 years in the inspection industry, continuous innovation and expanding the value of our DISCOVERY Platform to new markets, has been the cornerstone of our growth strategy", commented Scott Stevens, President of Lake Image Systems, Inc. "Our integration on to Tamarack's RFID inlay tags and labels manufacturing equipment has unified normally disparate production steps into a single, seamless process – enabling their clients to benefit from all the potential business benefits of reduced labor, higher speeds and better quality."

<sup>1</sup>IDTechEx RFID 2018-2028: RAIN and NFC Market Status, Outlook and Innovations, Raghu Das, CEO IDTechEx.com

**About Tamarack Products Inc.** Tamarack Products manufacture equipment for the packaging, label, folding carton, and business forms industries. Patch application, gluing, and die-cutting operations result in a variety of end products including RFID labels, windows for folding cartons, susceptor patches for microwavable products, and laminates/tapes for integral cards and labels. [www.tamarackproducts.com](http://www.tamarackproducts.com).



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