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## **Wellpack releases new RFID taping solution, RapID, for the corrugated packaging industry with UPM Raflatac RFID inlays**

The RapID solution provides fast and easy way for corrugated manufacturers globally to take a leading role in RFID business without heavy investments into new technology. The simple RapID innovation is based on two components: tape and UPM Raflatac RFID inlays which are together applied on corrugated board with the well known Wellpack taping machines.

The new RapID taping solution is cost effective and process friendly way to apply visible RFID inlays inside corrugated boxes. End-uses cover almost all the product groups that can be packed in corrugated boxes. RapID supports one or multiple RFID inlays per corrugated box, the possibility for customized positioning of the inlay and removability of RFID inlay when entering point-of-sales.

RapID RFID taping solution can be used with Wellpack's present taping equipment without any modifications. Only the tape has to be changed to include UPM Raflatac G2 ShortDipole RFID inlays.

Wellpack has already seen significant customer interest in the use of RFID in corrugated packaging. Rolf Andersson, Sales Manager at Wellpack, comments: "The industry has been looking for a solution that enables applying RFID inlays on corrugated board without making significant investments or slowing down the production process. The Wellpack Taper is a perfect tool to make this happen."

### **For more information, please contact:**

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### **About Wellpack**

Wellpack is manufacturer of the well known Wellpack Taper which is the most trusted inline tape application solution in the corrugated industry. The Wellpack Taper has been developed by engineers from the corrugated industry for 25 years to eliminate the hassles associated with integrating tape into box production and to bring economy into this value added process without slowing it down and generating any waste. The machine is installed at the dry end of the corrugator between the rotary shear and the slitter-scorer. [www.wellpacktaper.com](http://www.wellpacktaper.com)

### **About UPM Raflatac:**

UPM Raflatac is a world-leading supplier of self-adhesive label materials for a wide variety of needs in product and information labeling. In addition, the company is at the global forefront in the development and high-volume production of HF and UHF radio frequency identification (RFID) tags and inlays.

UPM Raflatac has around 2,500 employees and made sales of approximately EUR 1 billion in 2006. The company has a global service network consisting of 11 factories on five continents and a broad network of distribution and slitting terminals and sales offices worldwide. UPM Raflatac is part of UPM. Further information is available at [www.upmraflatac.com](http://www.upmraflatac.com).