



# DATAMARS

## Breakthrough *Intellisort* RFID Autosortation Technology Enables Competitive Edge for Mid-Size Industrial Launderers

Taking the next step to increase efficiency and grow business is often beyond the ROI target of most mid-size industrial launderers. *IntelliSort RFID* (patent pending) is an innovative new technology—and the first of its kind—that delivers the sorting and sequencing speed and accuracy of high-end systems at prices affordable to mid-size launderers.

**Learn how this leading-edge industrial launderer is staying competitive by applying a Datamars/Softrol RFID-based sorting system to expand its business without increasing fixed costs.**

### Background

Doritex Corp., located in Buffalo, NY, U.S. wanted to expand its capacity by 50% yet contain labor costs in the sorting and sequencing process. The company converted its labor intensive bar code sorting system to a nearly fully automated RFID-based laundry sorting system.

#### Application Snapshot

- > Company: Doritex Corp.
- > Industry: Industrial Laundry (work wear)
- > Unique Garments: ~40,000/week
- > Solution: High Frequency RFID Laundry Chips™, scanners, gate antennas and Softrol process automation system
- > Results: 50% increase in capacity, 60% increase in garments processed, 90% decrease in mis-ties.

### Solution

“Although we provide RFID solutions for fully automatic high-end systems, we knew that the capability was there within the microchips to enable similar efficiencies at costs more attractive to the mid-market,” said Ken Boyle, Chief Marketing Officer at Datamars. The system was made possible by the quality and precision of the Datamars’ *IntelliSort RFID* system, which allows chip reading at any angle and orientation and the automation expertise of Softrol SoftSort tracking and autosortation systems.

The Datamars LaundryChips™ are guaranteed to accurately read from a distance of up to three feet (~one meter) and the antenna can read at speeds of up to 180 items/minute. The combination of speed, accuracy and read range have enabled the new sorting and sequencing system to read while the garments remain on standard or long-neck hangers—a feature once only possible with higher end systems using special microchipped “mother hook” hangers.



The system includes Datamars high-frequency multi-read LaundryChips, high performance 3-D RFID reading system and a software application from Softrol to enable the autosortation and shipping function. Existing Datamars RFID systems can continue to use the same microchips and standard wire hangers. All that is needed is the *IntelliSort* RFID reading system and Softrol SoftSort autosortation system.

## How does *IntelliSort* Work?

*IntelliSort RFID* can be added to existing RFID or hybrid RFID/barcode systems to optimize capacity and ensure the right garments are returned to the right place at the right time. Outbound cleaned garments, hung on standard hangers, pass through the reader. While passing through, the Softrol SoftSort software records the chip number and directs the controller to send the garment to the appropriate route in the correct sequence.



## Business Benefits

For a minimal investment, mid-size laundries can significantly increase the number of garments sorted and shipped and gain virtually 100% accuracy without increasing overhead.

“The ability to automate the sequencing process is a real breakthrough,” said Jim Doro, Owner of Doritex Corp. He adds, “We went from 35-40 down to just three “mis-ties” (*a term used to describe errors in matching garment sets such as shirts and pants*). The more than 90% reduction in mis-ties means fewer customer service calls and happier customers.

With *IntelliSort RFID* it’s not only possible for mid-size launderers to increase throughput, but also practically eliminate shortage reporting—such improvements can eventually add up to a significant savings to the bottom line. “We increased our throughput by 50-60% without adding people. In fact, we used to have six full time people just to handle the sorting process. We’re now down to two people—one who actually runs the new RFID sorting system



and the second in the back end who bundles the garments and loads them on trolleys for overhead storage, where they are held prior to being loaded on the trucks,” said Doro. The remaining four sorting people have been redeployed to other areas in the plant.

While reading on the fly is not a new capability and is not limited to RFID technology, the possibility of high-speed reading and garment sequencing at a rate of up to 180 garments per minute through Datamars *IntelliSort RFID* offers an industry-first capability that could enable more profitable business opportunities for mid-size launderers.

## About Datamars

Datamars is a leading global supplier of high performance RFID-based solutions. Founded in 1988, the company has developed a broad range of identification solutions based on RFID transponders, readers and antennas and is currently market leader in the textile identification market. Fully integrated product portfolios, technological innovation and a profound understanding of customer requirements have earned Datamars a reputation for quality and performance worldwide. As an RFID manufacturing company, Datamars works with strong partners and has developed a worldwide distribution network in each of its target markets. Datamars employs more than 160 employees globally with offices in Europe, Asia, and the Americas.

## About Softrol

Softrol is the recognized leader of process controls and management information solutions for automation of the Textile Rental Industry. The company’s wide range of products and services are designed to increase plant productivity and lower operating costs. Visit [www.softrol.com](http://www.softrol.com) for more information.



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