



CORPORATE PROFILE

Datamars – More than 20 Years of Innovation

Datamars is a leading global supplier of high performance RFID-based solutions. Founded in 1988, the company has developed into a leader in innovative identification solutions based on a broad range of RFID tags, readers and antennas. Datamars develops, designs and manufactures all the components and offers software, consulting and integration services to complete the solution. Datamars has established a dominating position as solution provider in the animal and textile identification markets.

The focus on fully integrated product portfolios and technological innovation has earned Datamars' brands the number one market position in RFID solutions for market segments it serves. Datamars is the only vertically integrated supplier of the animal and textile identification markets providing all the key components of the RFID solution and making customization and adaptation for specific customer requirements a core capability and differentiating factor. These strengths have also gained Datamars a reputation for quality and performance worldwide.

Having driven the development of ISO standards for companion animal identification, Datamars has a thorough understanding of all issues associated with animal identification and reunification. Datamars works with pharmaceutical companies, animal health product manufacturers, shelters, and charitable organizations to deploy its unique RFID-based pet identification and reunification solution to improve the lives of companion animals around the world.

To support its benchmark-setting pet identification solution, Datamars maintains an innovative online reunification platform called PetLink. PetLink provides vets, shelters and pet owners a user-friendly online service to report animals that have been lost or found, as well as an online search engine, Petmaxx, that allows users to search for lost animals in 27 national databases worldwide.

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In 2009 Datamars has acquired assets and international offices of Runitag, whose products have been successfully developed and sold for 20 years to farmers for an efficient and reliable livestock management.

Such operation has allowed Datamars to broaden its product portfolio and to provide an extended range of RFID-based solutions for the livestock identification market as well.

Aim of the company is to continue to equally serve the clients and distributors of Runitag and increase this business internationally in the coming years to establish a third strong vertical for Datamars and to keep providing farmers and producers the right tools for electronically recording animal performance information and facilitate their routine tasks.

In the textile identification market, where fast and accurate identification has become a prerequisite for competitiveness, Datamars has established itself as the global market leader with more than 700 clients in 24 countries and over 75 million chips in use.

Inventor of the LaundryChip™, Datamars offers a complete range of solutions that covers all industrial laundry scenarios, from manual to fully automated handling processes. Part of these solutions are the company's transponders, available in various sizes and packages and designed to withstand the harsh environments of wash, ironing and logistics cycles without being detected and without damaging the textile.

Datamars' unique R&D organization has introduced the most innovative custom RFID reader and antenna solutions, renowned for their accuracy and reliability by all equipment manufacturers serving the textile service industry. Applications include the tagging of work uniforms, flatware such as linens, tablecloths and napkins, and mats and mops, particularly in the health care, industrial food and hospitality sectors. Datamars also has a complete service infrastructure to provide pre-sales and post-sales support to customers worldwide.

Through its long-standing collaboration and close links with the most important RFID industry stakeholders and end users, the Datamars team has developed a broad business understanding and clear vision of where and when RFID can optimize key business processes and provide a positive return on investment. This vision will enable Datamars to successfully introduce its state-of-the-art RFID technology into those markets that can benefit from innovating their processes via the contactless identification capabilities of RFID.

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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, Australia and the Americas.

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