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**Datamars to showcase Next Generation Laundry RFID at TEXCARE International 2012**

**Complete UHF laundry solutions will be on display including the new NOVOlinen transponder, designed to meet the rigours of flat linen wash and ironing processes**

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| *Lugano, Switzerland, May 2012 -*Datamars, a leading global supplier of high-performance RFID-based solutions for textile identification, will be exhibiting its RFID solutions developed to meet the unique needs of the industrial laundry market in booth #D50, Hall 8.0 at Texcare International, taking place May 5-9, 2012 at Messe Frankfurt in Frankfurt, Germany. At Texcare International, Datamars will demonstrate how their next generation of RFID solutions is tailored to further improve process efficiency and reduce operating costs in all segments of the textile service market, but especially in the flat linen market. The centerpiece of these systems is a new family of RFID transponders, called "**NOVO**", which include a LaundryChip for uniforms and garments - the NOVOwork tag - and a second, more robust and smaller in size - the NOVOlinen tag. The latter has been especially designed to withstand the requirements of laundries processing high volumes of flat linens, with highest levels of water extraction presses and latest generation of ironers. "The launch of the NOVO transponder family is another important milestone for Datamars as it creates additional value for our customers, especially in the HORECA and healthcare segments," says Franz Schöpf, Marketing Director at Datamars. "These transponders, combined with our new UHF read systems, such as portals and gates, offer unprecedented read performance and allow industrial laundries to further improve their process efficiency and differentiate their own offerings in an increasingly competitive market."The NOVO tag family completes the Company's portfolio of high-performance LaundryChips that includes the ORION and TARA transponder families, making it the most comprehensive offering in the market. Tailored to specific market requirements, Datamars designs, develops and manufactures all of its transponders and assures highest product quality. Visitors at Texcare International will also see innovative UHF read systems at the Datamars booth: a**Portal**Scanning Station that allows identification of textiles in carts as they're pushed through a metal gate structure and, as an alternative, a compact **Cabinet**Scanning System, suitably sized for placement in laundries where available space is limited. Also, a 3-dimensional UHF **Tunnel**reading system for conveyors will be demonstrated to show high-speed scanning of textile packs."We're excited to introduce these new solutions to our customers and will continue to focus on providing service and support to make sure they can reap the benefits of RFID according to their specific needs as quickly as possible." adds Carlo Redaelli, Datamars Sales Director for EMEA. "Thanks to our comprehensive product offering, we will always recommend and deliver an overall RFID solution that yields the best ROI for the customer - regardless of the technology. We like to see ourselves as RFID project consultants. We believe our 20+ years of industry experience qualifies us to assist our customers as experts, and thankfully our reputation is one of quality and performance.  We strive to maintain that position always."Datamars' innovative RFID systems are the result of more than 20 years of industry experience, which have made Datamars the reference in textile identification around the world.**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 and animal identification markets. 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 around 350 employees globally with offices in Europe, Asia, and the Americas.

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