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| **Datamars at Expo Detergo 2010****The Inventor of the LaundryChip invites you to come and see** **"RFID in action"**

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| *Lugano, Switzerland, September 2010* - Datamars, a leading global supplier of high performance RFID-based solutions for the industrial laundry and textile service markets, demonstrates its complete ID solutions for the industrial laundry process at EXPO DETERGO, taking place in Milan from October 15 - 18, 2010.At its booth (#D21-E26, hall 2), DATAMARS will present the latest developments in RFID technology and its complete RFID systems (based on transponders, readers and antennas), successfully deployed and integrated in a large numbers of laundries around the globe. Among the various product news at this year's Expo Detergo, DATAMARS will present the new laundry tag "ORION", the latest generation of transponder, specifically designed for the flat linen market. Already in use in several leading laundries, this transponder is characterized by a significantly increased mechanical resistance (tested up to 56 bars, in the latest generation of water extractor presses), making it the most robust chip available on the market. With more than 1 million pieces sold in the first months, ORION has been one of the most successful product launches in the history of DATAMARS.DATAMARS will also showcase a new Tunnel antenna concept, especially developed for the nursing homes market. This antenna is part of a complete track and trace system, based on the "PersonalChip", the smallest and thinnest RFID laundry tag on the market (diameter: 11mm), which makes it ideal for tagging personal clothing."Datamars has deployed its RFID systems around the globe, with over 1.000 clients in 25 countries and more than 100 million LaundryChips in use. As a vertically integrated supplier, Datamars offers complete solutions to the market. The "LaundryChip", available in various sizes, is the centerpiece of our RFID systems which are completed by high-quality readers and antennas, designed and developed to withstand the harsh laundry environment" says Carlo Redaelli, International Sales Manager at DATAMARS. "Datamars also offers consulting and support services and develops custom-made systems, tailored to the specific needs of our clients."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 animal and textile 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 more than 160 employees globally with offices in Europe, Asia, and the Americas.

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