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| **Datamars Exhibits "Making Laundry RFID Work" at CLEAN 2011**

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| *Lugano, Switzerland, May 2011*- Datamars, a leading global supplier of high-performance RFID-based solutions for textile and animal identification, exhibits how their new lineup of RFID solutions is making RFID work for industrial launderers at the Clean Show 2011, taking place in Las Vegas, Nev. from June 6 to June 9, 2011.At**Booth #3613, Datamars**will demonstrate how their new RFID solutions are tailored to improve process efficiency and reduce operating costs in all segments of the textile service market. Their new portfolio of LaundryChips™, which includes a new UHF chip, provides the most comprehensive RFID product offering for applications ranging from high speed/volume to high pressure/temperature and specialty rental items such as mats, mops, and party rental supplies.  The new line offers greater flexibility to tailor a solution that fits the application and budget including:* **New "NOVO" - the LaundryChip™ for leisure & hospitality**Specifically designed for less harsh cleaning processes of hotel, spa, resort and casino uniforms, NOVO also delivers increased read distances at much higher volumes.
* **"ORION" - the LaundryChip™ for flat linen**Specifically designed for flat linen markets, ORION provides 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.
* **"TARA" - the LaundryChip™ for work wear**Rugged, proven effective transponder, available in 11mm, 15mm, and 22mm diameters for optimized read performancein industrial work wear and dust mat processes.

For industrial launderers seeking the simplicity of a turnkey system, Datamars exhibits its fully integrated RFID systems including the LaundryChip™, antennas, readers and software. Each solution is designed for the industrial launderer's need for speed, durability, long-term operational efficiencies and budget. "At the last Clean Show, we exhibited solutions that enabled industrial launderers to identify if RFID was right for their businesses," said Klaus Ackerstaff, CEO of Datamars Group.  He added, "This year we're exhibiting an even more comprehensive product portfolio that shows textile service providers how RFID is an enabling platform that can improve the efficiency of their businesses in the short-term, while enabling long-term growth."Also newly announced at Clean 2011, Datamars is expanding its North American dealer/distributor/partner network. Their *PartnerPlus*program is aimed at providing the textile service market greater flexibility to improve the top and bottom lines with RFID-based solutions from front end process automation and control to back office business process automation."We're working with software developers, systems integrators, peripheral device manufacturers and business consultants to help textile service businesses leverage RFID technology to improve their businesses across a broader scope," said Daryl Kuna, Vice President, Sales - Datamars North America.  In addition to financial incentives, the new program gives partners flexibility in applying Datamars technology in a way that best suits the application, whether fully integrated system or LaundryChips™ alone.Datamars invites potential partners and industrial laundry and party rental business owners to visit them at **Booth #3613**or call to learn how RFID can improve their businesses. |

**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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| **For further information, please contact:** |  |
| Corporate CommunicationsDatamars Via ai PratiCH-6930 Bedano-Lugano - SwitzerlandTel: +41 91 935 73 94 - Fax: +41 91 945 03 30media@datamars.com[www.datamars.com](http://datamars.com/) |  |

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