



IPAK offers small intelligent chips with big potential.

Pennsauken, NJ (February 26, 2010) – IPAK is pleased to announce its deployment of an RFID (Radio Frequency Identification) smart label system. “In theory, the technology is similar to bar codes” says Keith Baldosaro, General Manager of IPAK, “the main advantage, however, is that RFID tags are read wirelessly so identification is available in real time without product movement, scanning or human involvement.” The company is offering this technology for use in manufacturing and distribution of products for education and healthcare clients.

IPAK partnered with MobileXe (www.mobilexe.com) for implementation due to their malleable ability to integrate the technology into current business processes.

“A smart label is the newest tool for silently monitoring our clients’ supply chain, including monitoring grey market activities, shrinkage, shelf-life and counterfeiting. IPAK continues to invest in those technologies that guarantee the authenticity and quality of our client’s products,” says Karen Primak, IPAK’s President.

IPAK, a member of the Women’s Business Enterprise National Council (WBENC), provides custom marketing solutions and print related manufacturing for education, healthcare and promotion markets. IPAK adds value by becoming an extension of their clients’ in-house production and marketing team. Over 100 employees work at their 70,000 square foot facility in Pennsauken, NJ. IPAK’s client base is national and includes John Wiley & Sons, The McGraw-Hill Companies and Endo Pharmaceuticals. Go to www.ipak.com for more information.