

William Frick & Company

CASE STUDY

MARKING PRODUCTS FROM THE LEADER IN LABELING, GRAPHICS & IDENTIFICATION



PROTOTYPE DEVELOPMENT: RFID NURSERY PLANT TAG



Plastic stakes identifying potted plants have been around for years. However, because plant stakes are small, their information is difficult to decipher from a distance. Plus any barcodes they bear need to be oriented toward the reader and unblocked by leaves or dirt. To overcome such obstacles, commercial nurseries may want to consider using RFID to quickly and accurately locate stock and verify plant characteristics.

Identifying Trees with RFID

William Frick & Company was contacted by an RFID system integrator with a client needing to tag some trees. The client was looking for an RFID tag that was waterproof, outdoor durable and strong enough to be pushed into the dirt. It also had to deliver long-range readability. On-demand printing and encoding were additional requirements, as was an easy system for coordinating human readable and RFID information. The client retained management of the database.

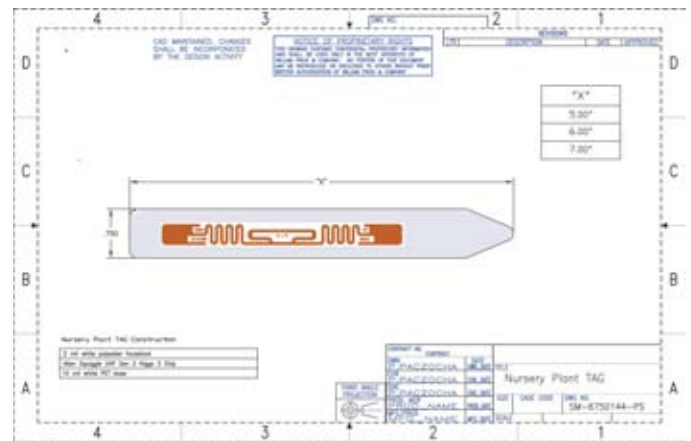
Product development experts at Frick consulted with the client and recommended an RFID-enabled PVC plant stake with a polyester film on one side for printing human readable information. Frick developed

an innovative notched design so the rolls of stakes can be automatically fed into the client's thermal transfer printer. Frick designed a plant stake 0.750 inches wide and 6 inches long with an Alien Squiggle UHF Gen 2 Higgs 3 chip.

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RFID for Horticulture Industry

Frick took this initial RFID tree tag and adapted it for the horticulture industry at large. With RFID plant stakes, nurseries can improve operational efficiencies, reduce manpower, and ensure order accuracy for customers. Workers can walk down a row of plants tagged with RFID stakes and immediately know pertinent information such as how many are there, their age, variety, color, size and source. It enables nurseries to acquire work-in-progress data.



Talk to a representative from William Frick & Company about how RFID can help grow your bottom line as well as your plants. Call us today at 866-669-7590.



William Frick & Company
2600 Commerce Dr. • Libertyville, IL 60048

Call Frick for all your marking & identification needs
(847) 918-3700 or visit **www.fricknet.com**



William Frick & Company

ABOUT US

MARKING PRODUCTS FROM THE LEADER IN LABELING, GRAPHICS & IDENTIFICATION



WILLIAM FRICK & COMPANY INFORMATION



William Frick & Company is a veteran owned, customer-driven manufacturer of specialty labeling and marking products. Founded by entrepreneur Bill Frick in 1975 the company (often referred to as “Frick”) has over the years established itself as a reliable, innovative and trusted part of its customers’ and suppliers’ businesses.

Our company’s market reach extends to both domestic and foreign industries. In addition to the labels, decals, name plates and signs upon which the company was founded, its product line has grown to include SmartMark™ RFID products, FlexPost™ ground markers, AuthentiCal™ security labels and 3D formed nameplates. Frick’s close customer relationships have led to many specialized graphics and custom marking products. There are as many unique products as there are applications; customization and problem-solving are our specialties.

William Frick & Company has a long history of keeping customers happy but isn’t resting on its past successes. It continues to invest in processes, products, equipment and employees to keep a step ahead of its customers’ needs. The company’s growth-minded strategies are based on its longtime business fundamentals of:

- Personal and Timely Customer Service
- Sales Professionalism
- Product Innovation and Quality
- Speed and Responsiveness
- Market Awareness
- Supplier Strength
- Employee Development
- Fiscal Responsibility

Customers today are busier than ever, doing more work in less time. William Frick & Company meets your deadlines and budgetary requirements while producing quality workmanship. We simplify the complicated process of designing, ordering, and delivering custom graphic products. Put our expertise and experience to work for you.



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