

# Intermec White Paper Traces Path of RFID Adoption

Submitted by: Mulberry Marketing Communications

Thursday, 17 February 2005

---

Please find below the latest release from Intermec Technologies. If you would like anymore information please contact:

Alison Joyce

Mulberry PR

Tel: +44 (0)20 7928 7676

Email: [ajoyce@mulberrymc.com](mailto:ajoyce@mulberrymc.com)

Intermec White Paper Traces Path of RFID Adoption

Reading, Berks – 17 February 2005– Intermec Technologies has published a white paper forecasting how RFID will change the supply chain and setting out how organisations should fully exploit the potential of RFID.

The paper is written jointly by Dr Andrew White and Dr Hugh Wilson of Cranfield School of Management and Intermec's Stuart Scott, EMEA director of marketing and business development. It interprets in depth Intermec's recent survey of over 600 supply chain managers in six major European countries (UK, Germany, France, Sweden, Spain and Italy).

That research looked at issues ranging from supply chain managers' perceptions of the value of RFID to the status of their adoption of the technology and what challenges they perceived in the implementation of RFID. It found that around 81% of European supply chain managers thought that RFID would improve the profitability of manufacturing companies within ten years. Despite this, 66% had no plans for an RFID trial and 91% did not even know the cost of an RFID tag.

This Intermec white paper considers the bigger picture. It looks at the structural change that RFID will make to how supply chains operate and at RFID's potential to impact positively on profitability. It also links the research's findings to existing strategies in supply chain management such as "lean" and "agile" and examines how RFID can contribute to a supply chain which is highly responsive to end customers.

The paper also examines the current status of RFID adoption, opinions about future plans, and the reasons that underpin these opinions. It concludes with a look at the current state of organisational readiness for the adoption of RFID technologies, including the technical and business problems associated with its implementation. Finally, it outlines the main factors organisations should consider when adopting this technology.

-ends-

About Intermec

Intermec Technologies Corp., a UNOVA Inc. (NYSE:UNA) company, is a leader in global supply chain solutions and in the development, manufacture and integration of wired and wireless automated data

collection, Intellitag® RFID (radio frequency identification) and mobile computing systems. The company's products and services are used by customers in many industries to improve productivity, quality and responsiveness of business operations, from supply chain management and enterprise resource planning to field sales and service.