

LABEL  
ACADEMY

# WORKSHOP

RFID IN LABELS AND PACKAGE PRINTING

**A Converter's Perspective: Implementing RFID**

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**Mark Davenport, RFID Business Unit Manager, Abbott Label**

# A converters perspective on RFID

- Why should you invest in RFID
- Challenges and outcomes for starting an RFID program
- Building a business case for RFID technology
- Using RFID to improve supply-chain and data management
- The future outlook for the RFID Industry