The Morrison Company

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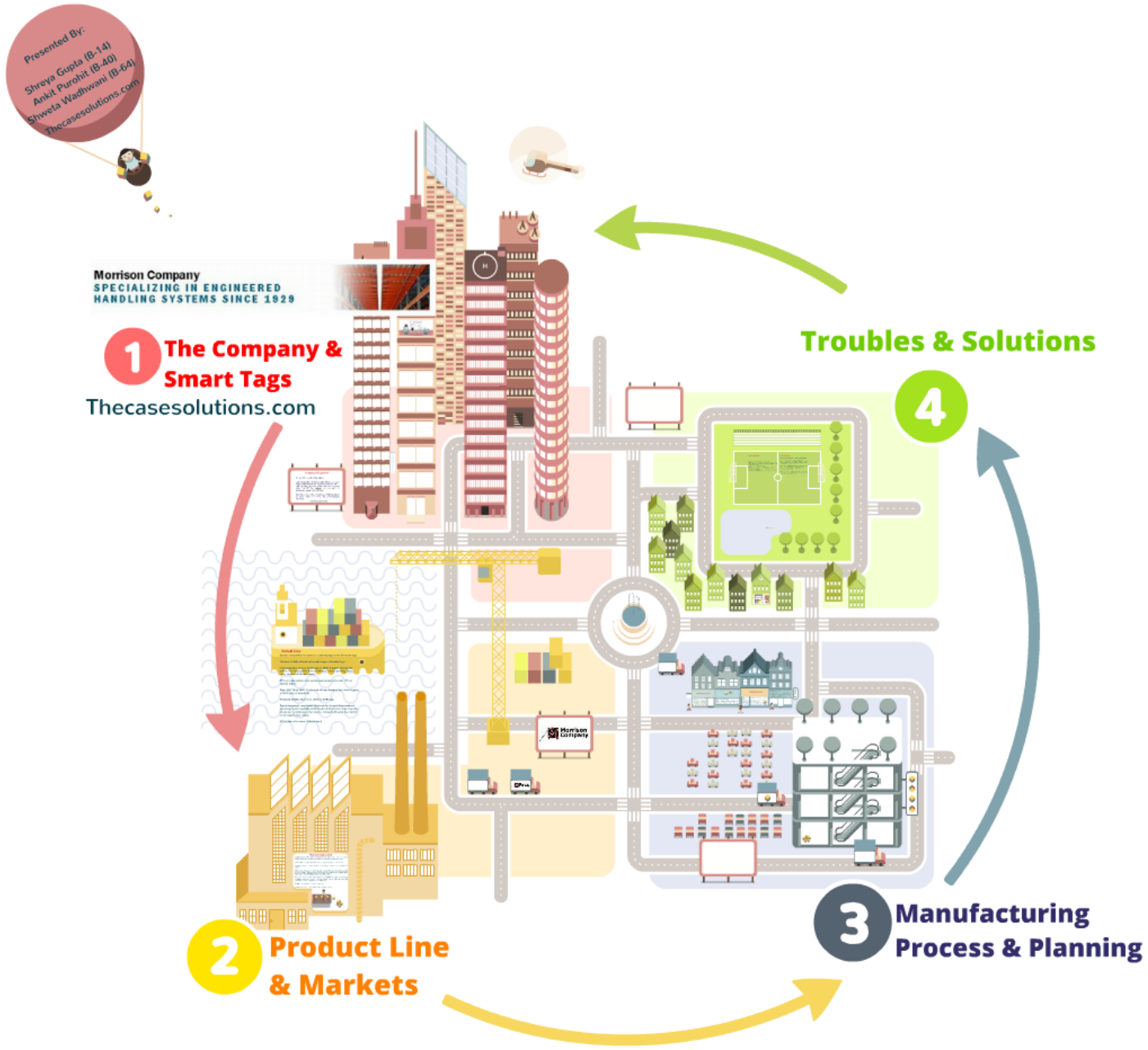

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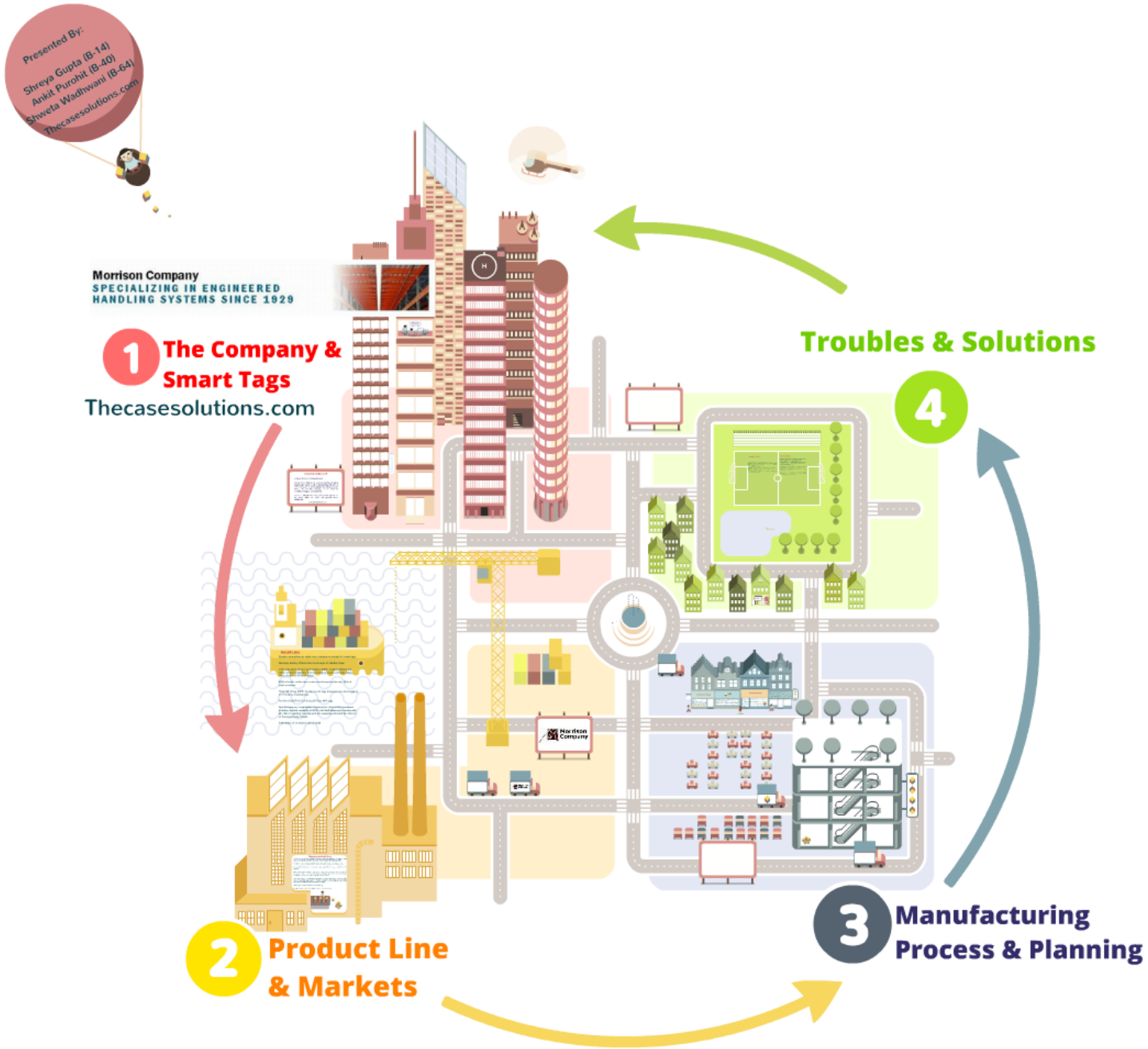

Presented By:

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Morrison Company

SPECIALIZING IN ENGINEERED HANDLING SYSTEMS SINCE 1929

1 The Company & Smart Tags

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Company Background

- Set up in 2003 by CEO Jason Robbins.
- Idea behind setting up this company was the emerging supply chain management trends including the use of RFID technology to track pallets and cases of goods after they left the shipping dock en route to downstream supply chain positions.
- Morrison developed and manufactured RFID tags known as smart labels for retail and pharmaceutical industries.

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RFID

- Radio-frequency identification (RFID) is the wireless non-contact use of radio-frequency electromagnetic fields to transfer data, for the purposes of automatically identifying and tracking tags attached to objects. Some tags require no battery and are powered and read at short ranges via magnetic fields (electromagnetic induction). Others use a local power source and emit radio waves (electromagnetic radiation at radio frequencies). The tag contains electronically stored information which may be read from up to several meters away. Unlike a bar code, the tag does not need to be within line of sight of the reader and may be embedded in the tracked object.

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- RFID tags are used in many industries. An RFID tag attached to an automobile during production can be used to track its progress through the assembly line. Pharmaceuticals can be tracked through warehouses. Livestock and pets may have tags injected, allowing positive identification of the animal.

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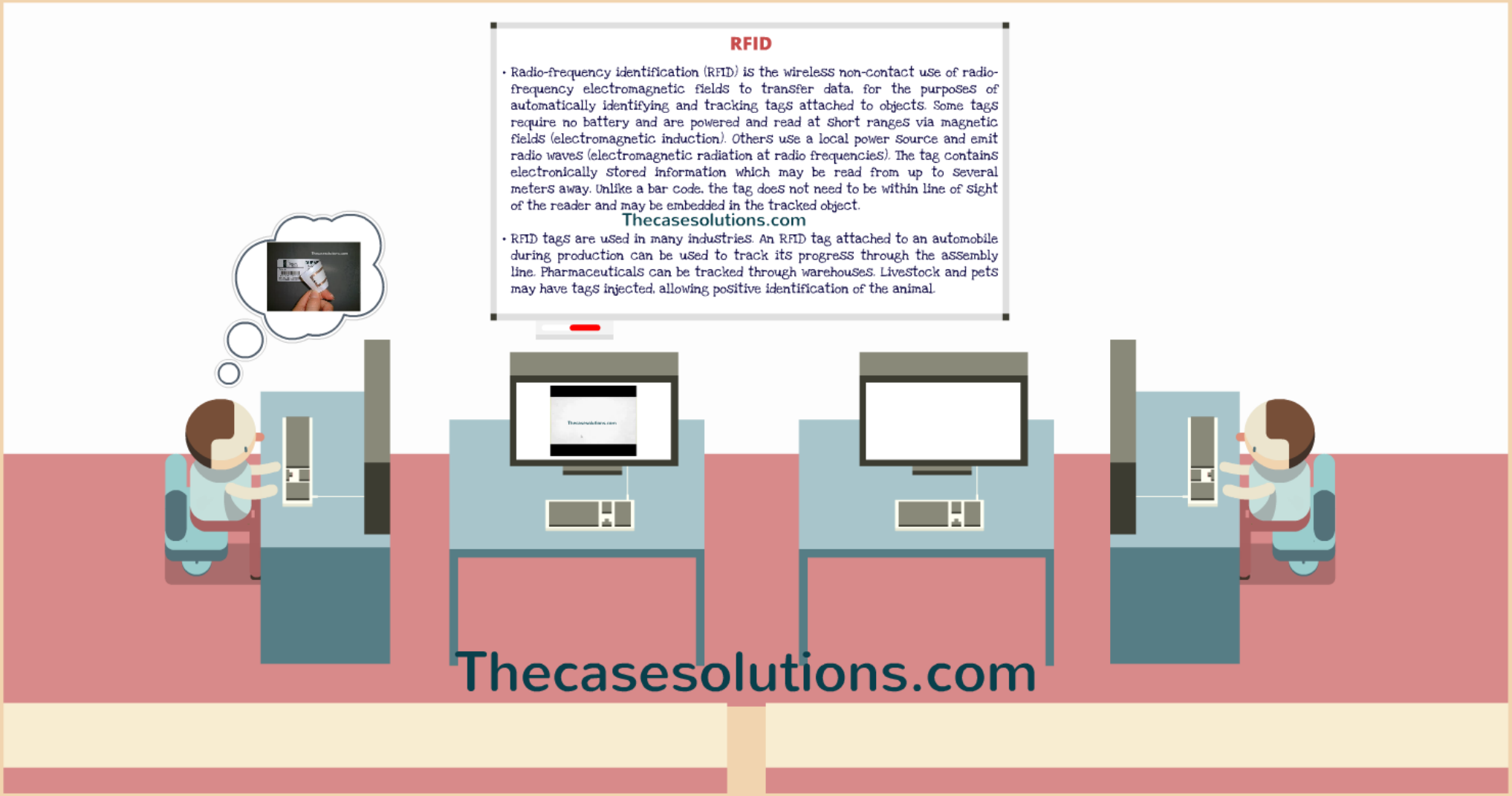
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