

NEWS RELEASE



**For Release @ RFID Journal Live! 2005
April 2005**

Contact: Randall Stake
847.364.8523
rstake@webermarking.com

Weber demos RFID smart label printer-applicator that rejects non-verifiable tags prior to application at RFID Journal Live!

Chicago —Weber Marking Systems is demonstrating its exclusive Model 5200rfid smart label printer-applicator at RFID Journal Live! booth 109. The unit makes it easy to print, encode, verify and apply pressure-sensitive RFID smart labels to cartons and pallet loads in one operation. At the same time, the system rejects and recovers RFID tags that are not compliant.

This system, available only from Weber, provides smart labeling that will help users meet the RFID supply chain requirements of major retailers and government agencies.

The Model 5200rfid offers a selection of print engines that utilize thermal/thermal-transfer technology to produce smart labels with text, bar codes and graphics at 203 dpi. As labels are printed, digital information instantly is encoded on thin, ultra-high frequency (UHF) tags that are embedded in the smart label material.

That encoded information immediately is verified by the system, which then applies the smart label to the top or side a carton or pallet load as it moves by via conveyor. If an embedded tag cannot be verified, it is rejected before it can be applied. Labels up to 5x6" can be dispensed at up to 12 ips and are applied using the tamp-blow method.

In addition, for companies that already utilize Weber's existing Model 5200 label printer-applicator systems, a retrofit kit is available to upgrade existing units into RFID-capable systems.

Labels are formatted using Weber's proprietary Legitronic Print-Apply software, a PC-based package that combines label design, editing and printing with RFID encoding to create readable smart labels.

For more information on the Model 5200rfid printer-appliator and other Weber labeling and coding solutions, contact Weber at 711 W. Algonquin Road, Arlington Heights, IL 60005-4457; phone 1.800.843.4242; e-mail info@webermarking.com; web www.webermarking.com.

#

Weber Marking Systems, Inc., is a leading worldwide innovator in the design, manufacture, and supply of high-performance labeling and coding products for the industrial marketplace. Weber provides the latest in systems, software, and media and supports them with direct sales, equipment service, and technical assistance. The company, with world headquarters in Arlington Heights, Ill., has sales offices and service locations throughout the United States, plus a prime label manufacturing subsidiary located in St. Petersburg, Florida. Weber also has operations in Canada, United Kingdom, Ireland, Germany, France, Belgium, Denmark, Netherlands, Austria, Switzerland, Australia, Mexico, Puerto Rico, Thailand, and Turkey. Additional details on Weber domestic and international capabilities and locations are available at www.webermarking.com.