



George Schmitt & Co. Wins Multiple Year Contract at Hong Kong International Airport (HKIA) for RFID Enabled Baggage Handling

February 10, 2009, Guilford, CT-George Schmitt & Co. a global leader in RFID label converting was awarded a 3 year contract by Hong Kong International Airport for their RFID enabled Baggage Tags and Labels. George Schmitt selected the Gen 2 Alien inlay to incorporate into their RFID products for HKIA. In 2007, HKIA marked the first major commercial implementation of passive UHF RFID Gen 2 Tags for Baggage Handling. With the quality RFID baggage tags and labels supplied by George Schmitt & Co. and the consistent read performance of the Alien inlay, HKIA was able to improve read rates and show a beneficial impact on the baggage handling system.

These positive results provided the impetus for HKIA to further commit to RFID and in entering a multiple year RFID contract.

” Hong Kong International Airport is showing the world that RFID is ready for baggage handling to the benefit of airlines and airport customers alike” stated William Gunther, President and CEO of Schmitt. Schmitt has successfully delivered to HKIA, all ordered baggage tags/labels according to the established delivery plan and without any reported quality problems to date. This represents 26MM RFID baggage tags and 2” x 4” transfer labels. During our partnership, Schmitt will continue to work closely with HKIA maintaining a strong and technically supportive relationship. Schmitt’s philosophy is to exceed its partner’s service and support expectations.

Opened in 1998, Hong Kong International Airport (HKIA) is an international and regional aviation hub where close to 90 airlines operate more than 800 aircraft movements every day, connecting it to more than 150 cities around the world, including around 40 destinations in Chinese Mainland.

HKIA has made every effort to provide passengers with world-class facilities and best customer services. This commitment has earned HKIA over 25 world's best airport acclaims by 10 entities including being named the World’s Best Airport by an independent air transport research organization - Skytrax - seven times in eight years.

"Our experience with George Schmitt has been very positive. Their high quality RFID products excel in performance and we have found them a beneficial partner. All this contributed to our successful implementation of RFID into our baggage handling system," states C K Ng, General Manager, Airfield, Airport Authority Hong Kong.

According to the International Air Transport Association (IATA), RFID helps improve airport logistics management in addition to improved handling of all baggage. Use of RFID in the baggage environment may generate US\$760 million per year in industry savings while reducing the current number of 20 pieces of baggage per 1000 passengers mishandled each year due to improved read rates of baggage using RFID as compared to barcode. For more information, go to <http://www.iata.org>

About George Schmitt & Co. 100% Guaranteed, Readable, Reliable

George Schmitt & Co. is a 134 year old, privately held vertically integrated graphic arts company with six (6) production facilities in the United States and Europe.

Schmitt has been a high security printer for longer than thirty (30) years serving many industry verticals utilizing its extensive technology portfolio.

Unlike many other label printers/converters, George Schmitt & Co. established a dedicated RFID Business Unit in 2003 with the sole objective of developing the highest quality products and processes in the industry. Schmitt was the first converter to provide RFID labels for item level tracking with a major Pharmaceutical company.

Whereas most converters view RFID as an adjunct to their label operations, Schmitt has a dedicated team of highly qualified individuals with expertise in silicon chip manufacture and protocols, antenna design and systems engineering.

Its in-house engineering expertise has resulted in Schmitt being one of the largest producers of RFID labels and RFID baggage tags in the world. Schmitt currently produces millions of RFID labels and baggage tags per week. George Schmitt's total RFID capacity is one of the largest in the world.

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