

Smart Packaging and RFID

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Date: January 2003

Pages: 42

Price: US\$ 845.00 (Single User License)

ID: SE04084B4D8EN

Abstracts

Smart packaging' will revolutionise the way products are packed, transported and displayed to the consumer, but what does this mean for industry professionals?

Amid claims that 'smart packaging' will preventing illness, increase sales and reduce theft in the global retail supply chain, what should manufacturers, retailers and logistics providers be doing to make sure they are not left behind when new technologies are implemented?

Smart Packaging (RFID) is an insightful strategic report for professionals in marketing, packaging, logistics or strategic planning roles of a consumer packaged goods retailer, logistics provider or manufacturer who need to recognise the key issues and understand these important developments in the future of packaging.

Using interviews with leading product manufacturers, retailers and logistics providers, Smart Packaging (RFID) provides concise comment, analysis and peer group opinion to answer the following questions:

What is smart packaging?

Why is smart packaging important?

How will smart packaging impact upon my business?

When will it impact my business?

What should I be doing to prepare for smart packaging technologies?

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