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Alien Technology(R) Secures RFID Garment Tracking Application With G&P Net of Italy

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 Alien Technology® Secures RFID Garment Tracking Application With G&P Net of Italy MORGAN HILL, CA--(Marketwire - July 7, 2009) - Alien Technology proudly announces its newest million plus tag RFID garment tracking installation in Europe. Alien teamed with Aton to provide a complete end-to-end RFID traceability solution for leading apparel designer and manufacturer, G&P Net, the producer of brands such as GeoSpirit and Peuterrey. G&P Net needed to control channel efficiencies and enhance supply chain visibility throughout Europe, so they approached Aton for a complete hardware and software solution. Explains Otello Azzali, Aton Vice President: "It was an honor to work with such a high profile brand manufacturer. Their main objective was to optimize logistics and provide 100 percent traceability of their coats, jackets, trousers... [read full story]

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