

*LPR develops a ground-breaking pallet-management solution with RFID:*  
**RFID pallets with a rewrite capability**

*Customisable and re-usable,  
RFID chips are expected to replace barcodes*

In the framework of a European pilot project for ‘intelligent’ pallets, LPR has developed leading-edge RFID equipped pallets with rewritable user memory. Apart from end-to-end pallet-tracking (through sorting, drop-off, pick-up, etc.), these chips will allow users for the first time to entrust pallets to carry data on their products and to share information about RFID events over an EPC-IS network. EPC-IS network differs from EDI in that all authorised parties have real-time access to the information: data is not held and then sent out by a third party.



The No.2 in the pallet-pooling sector is introducing a revolutionary innovation, with new, re-usable RFID chips enclosed on pallets. This solution has been developed in partnership with Hub télécom (A member company of the Aéroports de Paris Group) using EPC-Global standards, and is capable of carrying two types of data on pallets:

- Information about the LPR pallet itself (its Global Returnable Asset Identifier number, or GRAI-96)
- Information about the load using an additional 512 bits of rewritable memory. If they wish, LPR customers can therefore incorporate the SSCC (Serial Shipping Container Code) to identify each package, or any other type of data. In time, this memory could even replace EAN128-type paper barcode labels!

Being re-usable (unlike labels or chips attached to the covers of loaded pallets), these new chips, embedded in the pallet blocks, are cheap and ecological. This position both protects them from impact and avoids strong encapsulation costs.

**A high-performance information network**

The information recorded is managed and shared via an EPC-IS network. This network is open to all authorised third parties, who can access the information concerning RFID events in a standardised format, and is destined to become “*the new standard for RFID-based information exchange*” over the coming years.

Grégoire de Laubier, who is in charge of the project for LPR, explains: “*With EPC-IS, as opposed to traditional EDI, whoever needs information can go and find it rather than depending on the information holder to send it. This means that they get only the most relevant information, and unwanted information is not sent needlessly over the network.*”

Better still, according to Grégoire de Laubier, the solution developed is *“an extension of LPR’s concept of pallet-pooling: the chips, like the pallets, are multi-rotational. And they are compatible with all the systems in the European logistics chain because they conform to the EPC-Global standards.”*

LPR recently delivered several hundred pallets with embedded RFID chips for a full-scale test involving the entire logistics chain (a manufacturer, two shippers and one distributor). The test is being conducted under the supervision of GS1 (a global standards organisation) in the context of the European Commission’s BRIDGE project, designed to promote RFID and the EPC-Global standard in Europe.

This new development confirms LPR as a very innovative company in this activity sector.

**LPR.** LPR specialises in pallet-pooling for suppliers and retailers in the fast moving consumer goods sector. LPR Group operates throughout Europe, providing a full service between its customers and their European retail partners and drop points. In 2007, LPR handled over 35 million pallet movements across Europe. LPR Group turnover exceeds 100 million euros. [www.lpr.eu](http://www.lpr.eu)

**Hub telecom.** A telecom operator for complex sites, Hub telecom (a member company of the Aéroports de Paris group), designs innovative mobile solutions and advanced communication services to support the growth of its customers. Hub telecom also integrates and operates Auto-ID solutions based on GPS/GPRS or RFID technology for transport and logistic in France and for Airports in EMEA. [www.hubtelecom.com](http://www.hubtelecom.com).

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