

# Gain a real-time view over your returnable transport items

## With Zebra's new durable, printable RFID label

Returnable transport items (RTIs) are the unsung heroes of the economy, carrying shipments on planes, trains, and trucks through regions, countries, and continents. Radio frequency identification (RFID) technology makes it easier to keep track of your RTIs, while also automating supply chain workflows and enabling frontline teams to get more done, in less time. Follow these three steps to gain the real-time visibility and actionable intelligence needed to get more from your RTIs.

1. Fix our new durable RFID label to your RTIs to give each one a unique digital voice which extends across the supply chain and can encode its identification, provenance, history, contents, and more.

Thermal transfer printing ensures each label's printed image remains clearly legible for each RTI's life, which is typically five years or more



Highly durable thermal transfer synthetic label facestock withstands all conditions and exposure to sunlight

Permanent adhesive specifically designed for a wide range of plastics

Label is also impervious to liquids and chemicals including seawater, motor oil, acidic and basic solutions

2. Use fixed and handheld RFID readers to capture RTI data automatically. As your RTIs flow across the supply chain, you always have a continuous view of their location.



Innovative 'Dogbone' antenna design makes the RFID inlay more sensitive to RFID readers

Tags can be read at up to 21m without line-of-sight

The inlay's embedded Gen2X capabilities improve motion tracking and read range



Automatically batch capture RTI data at points across the supply chain with fixed RFID readers, while empowering frontline teams to easily read data and locate individual RTIs using RFID-enabled mobile devices

RFID inlay compensates for dielectric materials which impair RFID signals, such as cardboard, plastic, and wood widely found in warehouses

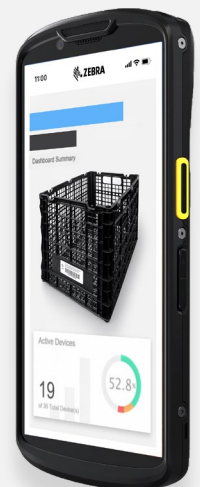
The advanced inlay ensures individual labels are accurately read, even when plastic containers are stacked high, or densely packed

3. Operationalize your intelligence by integrating real-time RTI data captured from your RFID labels with your supply chain and workforce applications to present your frontline teams with actionable intelligence.

Use AI-driven solutions, which learn from actions and their environment, to guide teams on taking the next-best move, streamlining operations, and getting more done in less time.

### With intelligent operations

- Gain complete asset visibility to reduce loss and theft
- Streamline workflows
- Help your teams get more done in less time
- Free teams from repetitive tasks
- Avoid RTIs being left idle
- Optimize shipment workflows
- Increase margins and lower replacement costs



For more on how RFID-enabled RTI tracking can ease and accelerate operations while lowering costs, visit: [zebra.com/supplies](http://zebra.com/supplies)