

## **Petroleum Industry Turns to Leaders in RFID to Implement New Technology**

### *Avery Dennison Digs Deeper to Realize New Uses for RFID*

Exceptionally high crude prices and surging global demand have led the oil & gas industry to seek out RFID technology as a means of gaining operational insight within their organizations. Everything from streamlining product procurement to enhancing safety and reliability of field equipment can be automated or improved through RFID technology.

Leading this wave of industry support is the Oil & Gas RFID Solution Group - An alliance of subject-matter experts, academic researchers and technology providers consisting of Avery Dennison RFID, Merlin Concepts & Technology, Motorola Inc., Shipcom Wireless, Texas A&M University, the University of Houston and a handful of leading petroleum companies.

“One of the objectives of our group is to provide a concise and clear direction for how the petroleum market can use radio frequency identification technology,” said Konrad Konarski, vice president of Merlin Concepts and Technology. “This entails defining best practices, operational processes, data-models and application architectures. Building this foundation provides a clear view of how RFID can be used to enhance operational issues in the petroleum industry.”

This multi-disciplinary field of experts is helping exploration, drilling and production organizations identify, define, develop and deploy RFID systems to address fundamental issues that are inherent to their respective fields.

“Avery Dennison RFID is excited to be a part of the Oil & Gas RFID Solution Group,” said Maggie Bidlingmaier, director of sales and marketing for Avery Dennison RFID. “Our goal at Avery Dennison is to continue to be a part of innovative RFID solutions. Avery Dennison is lending its expertise to the petroleum industry by supplying tags and testing support for a variety of applications that could better streamline daily operational duties.”