



Creative Materials, Inc.
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New Generation of Highly Conductive Inks Making RFID Tags Better, Smaller

Creative Materials promotes its Product #112-15 for printing RFID antennae

Tyngsboro, MA, June 14, 2005 – The application team at Creative Materials Inc. a worldwide leader in inks, coatings and adhesives, has developed a highly conductive ink for printing RFID antennae. Passive RFID tags have antennae that can absorb radio waves from an interrogator device. The tags use the received radio energy to power an electrical circuit that generates a unique identifier, and sends a reply. The interrogator receives the reply, allowing it to know the unique identification of the RFID tag. One of the challenges in designing RFID tags is the need to print antennae and circuits that are small, durable, and not too expensive.

Creative Materials product 112-15 is an ink that consistently provides exceptional conductivity, allowing engineers to print both narrower and longer circuit trace lines, without compromising quality. Creative Materials' 112-15, supplied ready for screen-printing, features excellent adhesion to both flexible and rigid substrates, and performs well under low temperature assembly conditions.

"I recommend 112-15 in response to inquiries about highly conductive RFID inks," said Nancy Brown, technical services specialist at Creative Materials. "This product combines several features important in producing good circuitry—conductivity, printability and consistency. The feedback from our customers who are printing for RFID applications is always very positive."

RFID tags are used in supply chain management, vehicle tracking, and security applications. Several large organizations, including Wal-Mart and the Department of Defense, have mandated that suppliers begin tagging shipments, pallets and boxes with RFID chips. Currently the chips can cost \$1.00 or more. As volumes increase and technology improves, industry analysts expect RFID tag prices to fall, making them economical for a much wider set of applications.

About Creative Materials, Inc.

Creative Materials, Inc. develops and markets specialty chemical products to customers worldwide. Founded in 1986, Creative Materials has its headquarters and production facilities in



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ISO 9001 CERTIFIED

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Tyngsboro, Massachusetts. Products from Creative Materials are used to manufacture RFID tags; electronic components for automobiles, computers, keyboards, and cell phones; medical electrodes and medical instruments; heating equipment; and aerospace devices. Creative Materials offers more than 1000 product formulations, and is ISO 9001 certified. For additional information please visit <http://www.creativematerials.com/>.

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