

Smart Packaging (RFID) 2003

Leading Evolution in the Supply Chain

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The table of contents below will provide you with a better understanding of research contained within Analytiqa Briefs.

Smart packaging will revolutionise the way products are packed, transported and displayed to the consumer, but what does this mean for industry professionals in 2003? Amid claims that smart packaging will prevent illness, increase sales and reduce theft in the global retail supply chain, what should manufacturers, retailers and logistics providers be doing in 2003 to make sure they are not left behind when new technologies are implemented?

Smart Packaging 2003 is a valuable industry briefing for professionals in marketing, packaging, logistics or strategic planning roles of a consumer packaged goods retailer, logistics provider or manufacturer who need to recognise the key issues and understand these important developments in the future of packaging.

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