



The Brand Equity Protection Company™

For Immediate Release

**S. G. Hart & Associates
Presents on RFID to the NYCONN Roundtable of the
Council of Logistics Management.**

Ridgefield, Conn., (November 12, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, presented to the Council of Logistics Management roundtable in Stamford, CT on November 11, 2004. Anthony M. Miano, Executive Partner of S. G. Hart & Associates, made his presentation entitled “*RFID: Beyond The Current Mandates*” to supply chain professionals and business executives. The presentation on radio frequency identification (RFID) was based on research conducted by S. G. Hart & Associates to assess the strategic implication of moving forward with RFID without having a clear mandate from customers, or a customer’s customer.

“RFID and the advent of the electronic product code (EPC) is a tremendous step forward in the evolution of the truly visible supply chain”, according to Anthony M. Miano, Executive Partner of S. G. Hart & Associates. Presenting to a large number of supply chain and business executives, Miano spoke about the origins of RFID and the system’s track and trace capabilities for monitoring much more than pallets, cases and unique items. “RFID is not just an electronic bar code”, Miano told the audience, “RFID provides a real-time tool for gaining profound knowledge about the extended supply chain beyond what is currently visible to the operation”.

The material presented was a subset of a larger body research identifying the business case for packaging converters who currently may not be required to employ RFID to comply with RFID implementation mandates from the U.S. Department of Defense, the FDA or big retailers like Wal-Mart and Target. Package converters are part of the supply chain and manufacture packaging from raw material such as paperboard, foil or film. This raw material is “converted” into products used to create, protect and store auto parts, cosmetics, drinkable liquids (juice pouches), greeting cards, personal care items, snack food bags/wrappers, pharmaceuticals and tobacco products, to name just a few. Miano remarked that, “the dynamics of the converting market is unique because, on the one hand, so much relies on the graphic appeal of packaging to help sell the product. However, given the segments lack of downstream competitive power, margins are slim and adding new technology without a firm understanding of the benefits and return on investment could lead some to financial distress or even ruin.”



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S. G. Hart & Associates, LLC
November 12, 2004
Page 2

The research conducted by Mr. Miano's is scheduled to appear in **Paper, Film and Foil Converter** magazine in the early part of 2005.

About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company™, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a supply chain security consulting company. S. G. Hart helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.

About the Council of Logistics Management

The CLM is a non-profit professional society founded in 1963 and is the preeminent association for individuals involved in logistics and supply chain management. NYCONN is the Fairfield and Westchester County Council of Logistics Management Roundtable. The Roundtable provides logistics and supply chain education, information, and support to individuals in these fields. Please visit them at www.nyconnclm.org.

Media Contacts:

Director, Public Relations
S. G. Hart & Associates, LLC
31 Bailey Avenue, Suite 5
Ridgefield, Connecticut 06877 USA
Tel: 203-438-4300
Fax: 203-438-3222
Email: PR@sghartassociates.com
Web: www.sghartassociates.com

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