



The only labels that enable wine, spirits & beers to become part of the Internet of Things (IoT) NOW

Patented CapTag® RFID labels deliver a unique electronic identity for live counting, tracking & authenticity of bottles – even inside ‘sealed’ cartons or wooden boxes ... from metres away

Get instant live information – increase & improve inventory tracking speed and accuracy any errors are immediately discovered ... even with ‘out of sight’ stock

How CapTag labels generate business value

CapTag® In Retail

- Increase on-shelf availability and reduce stock outs
- Increase backroom to front-of-store inventory accuracy and replenishment
- Reduce time and labour costs with automated inventory
- Reduce shrinkage

CapTag® For Brands

- Standard version gives complete ‘through the supply chain’ automated tracking, accuracy and control
- NFC option connects consumers to the Digital Space generating direct consumer engagement
 - owned & controlled by the brand
- Tamper evident options for brand and consumer confidence in the product
- Energy Harvesting options for powering interactive displays

CapTag® In Hotels, Clubs & Restaurants

- Reduce time and labour costs with automated inventory without the need to disturb ‘fine wines’
- Enables Instant and accurate stock checks – even daily
- Monitor patterns of stock loss - deter staff theft



CapTag® labels for Wine, Spirits & Beer



all-Cap Tag

crown-Cap Tag

foil-Cap Tag

Identification and tracking solutions based on the patented CapTag® family of paper-thin labels now provide a revolutionary way of capturing the electronic identity of bottles of wine, spirits or champagnes even beer or soft drinks.

Conventional RFID labels, widely used to identify and track garments, don't work for the drinks industry. They are too large and operate only at short range; because the liquid in the bottle absorbs the radio waves on which all conventional labels depend on for their communication.

Now uniquely, CapTag® labels have been developed, and patent granted, to use that radio absorption to read bottles, at high speed from metres away, even inside sealed cartons, wooden cases, or clustered on shelves.

CapTag® based systems can be used globally as they are totally compatible with standard Gen 2 RFID readers operating at the permitted UHF bands in each ITU region of the world.

Each CapTag® label contains a pre-programmed unique 'burnt-in' fixed ID; usually along with a variable 96bit code number, programmable, for example, with an EPC identity; and 500bit of user programmable data.

Secure data relating to any bottle can be stored in the cloud and linked to that bottle using simple look up tables.