

## Fujitsu Frontech North America Inc. Launches New Ultra-Rugged Washable RFID Linen Tag with 30 Percent Smaller Form Factor

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**Foothill Ranch, CA, February 12, 2020** – [Fujitsu Frontech North America Inc.](#), a leader in innovative technology and front-end solutions, today launched the WT-A543 RFID Linen Tag globally. With a 7mm form factor, the WT-A543 RFID Linen Tag is 30 percent smaller than the previous generation and can easily be inserted into any hem. The new mechanical design offers improved chemical resistance, while providing greater strength and durability in a smaller form factor.

“The new WT-A543 RFID Linen Tag demonstrates our commitment to design innovation. By improving the performance and durability of our RFID tag while reducing the width, we are enabling manufacturers to easily integrate our tags into a broader range of products,” said Michi Sugawara, President and CEO of Fujitsu Frontech North America Inc.

Improved strength and flexibility provide high-end performance for flat linen processing using high pressure extractors and flatwork ironers. The smaller size allows WT-A543 RFID Linen Tag to be directly inserted into virtually any linen, garment or textile in the world. When sewn into seams, the 7mm tag is unobtrusive and unnoticeable. Fujitsu’s ultra-rugged WT-A543 RFID Linen Tag is suitable for any type of linen used in Hospitality, Healthcare, Hotel/Casino, Food and Beverage, and Entertainment applications.

Fujitsu’s WT-A543 RFID Linen Tags are unique in the industry because their design allows for very high-density readability and tightly controlled read range, providing users the ability to accurately

read tagged items in a multitude of in-process locations without reading other RFID tags in the local area. This allows users to fully manage their internal processes rather than just reading tags before shipment as with other linen tags.

Garment and linen owners will see improved asset tracking and reduced loss, while keeping costs low by improving workflow and efficiency. Laundries will greatly improve linen and garment processing with near 100% accurate reading and enhanced inventory management for both soiled and clean items.

The new WT-A543 RFID Linen Tag is available now through Fujitsu Frontech North America's authorized distribution partners. For more information, please contact [FFNA.sales@us.fujitsu.com](mailto:FFNA.sales@us.fujitsu.com) or visit [www.fujitsufrontechna.com](http://www.fujitsufrontechna.com).

### **Online resources**

- Fujitsu Frontech North America website: <https://www.fujitsufrontechna.com/wt-a543-linen-tag/>
- WT-A543 RFID Linen Tag launch video: <https://www.youtube.com/watch?v=MtHs7DWM9To>
- WT-A543 RFID Linen Tag video: <https://www.youtube.com/watch?v=yS3CJCJFrM4>

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### **About Fujitsu Limited**

Fujitsu is the leading Japanese information and communication technology (ICT) company, offering a full range of technology products, solutions, and services. Approximately 132,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (Code: 6702) reported consolidated

revenues of 4.0 trillion yen (US \$36 billion) for the fiscal year ended March 31, 2019. For more information, please see [www.fujitsu.com](http://www.fujitsu.com).

### **About Fujitsu Frontech North America Inc.**

Fujitsu Frontech North America Inc. (FFNA) provides market-focused IT solutions that enable customers to achieve their business objectives through integrated offerings for self-checkout and currency management solutions, kiosks, mobile, RFID, and biometric authentication technology. FFNA delivers industry-specific solutions for the manufacturing, retail, healthcare, government, education, financial services, and enterprise and communications sectors throughout North America. FFNA is headquartered with operations and product development at 27121 Towne Centre Drive, Foothill Ranch, CA 92610.

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