



Defining Today's  
Technology Standards;  
Empowering Tomorrow's  
Solutions.

## AIM Global's Outlook and Predictions

Nearly two dozen of the most respected thought leaders in the industry offer their predictions on what's in store for 2024. The insights from these experts will be shared in upcoming issues of this newsletter.

The RFID Program Director for [TSC Printronix](#) - [Chris Brown](#) declares that the biggest threats facing data capture solution providers are generally weak economic conditions, supply chain issues and complex regulatory environments.

READ




TSC Printronix is a leading provider of innovative thermal label printing solutions. Founded in 1991, we own and operate ISO certified production facilities and have offices around the world, serving customers in more than 100 countries.

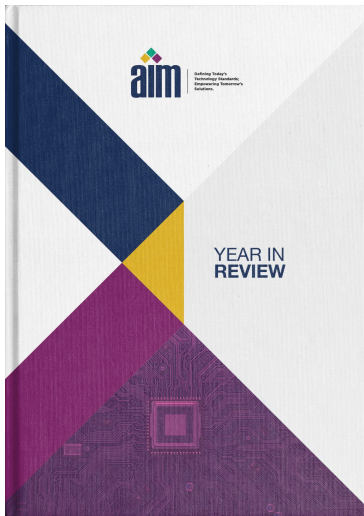
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## AIM Year in Review 2023: Strong Year for Business, But Not Business as Usual

AIM Global [recounts 2023](#), a year filled with growth toward more information-rich, AIDC-enabled packaging and traceability that was evident beyond retail and extend to distribution, production, food service, healthcare, cannabis, and other vertical markets.

The *Outlook and Predictions* section features some of the most respected thought leaders in the industry who offer their predictions on what's in store for 2024.





DOWNLOAD

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## Influence the Automated Technologies Industry - JOIN TODAY

Connect with industry leaders, forge partnerships, elevate awareness of technology strategies, participate in industry projects, and contribute to a more sustainable world.

[Get involved today!](#)

*"AIM is a highly collaborative environment where industry experts come together to develop standards, educate and share expertise on requirements, as well as ensuring device traceability by advocating for standard interpretation and implementation of harmonized global requirements."*

**Olga van Grol-Lawlor, MPhil**

**Manager Global Regulatory Intelligence & Advocacy  
Boston Scientific**

JOIN TODAY

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## Industry Case Study Competition - Call for Nominations

AIM is looking to spotlight those who have developed & delivered cutting-edge solutions that provide benefits, enhance perceptions of the industry, and contribute to the growth and advancement of automatic identification innovations throughout the global marketplace. [Submit your success stories today!](#)

### Categories

- \* Automatic Identification & Data Capture (AIDC)
- \* Blockchain
- \* Internet of Things (IoT)
- \* Radio Frequency Identification (RFID)

**Deadline:** March 8, 2024

*Do you have a successful customer implementation story?*

*Have you developed & delivered an innovative solution?*

**Enter the AIM industry case study competition today!**

SUBMIT

## Partnership Breakfast at RFID Journal LIVE!

Hosted by AIM Global and RAIN Alliance

Thursday, April 11 | 8am - 10am PT | MGM Grand Las Vegas, NV USA

Join our partnership breakfast to network with your peers, participate in discussions on the industry's landscape and hear how today's technology is creating a brighter future for everyone.

*Special to this year's breakfast*

Celebrate the RAIN Alliance 10th Anniversary and 50 years of RFID

Don't miss out on these milestone celebrations.

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Identification  
Solutions



### *Around AIM*

*Member Spotlight | Partner News | Webinars | Industry News*

### Welcome Zinergy UK Ltd.

[Zinergy](#) offers a full range of solutions. The flexible battery has been market proven, has an excellent reliability track record and has a volume manufacturing capability of millions of units per month. The full vertical is built in house, from device design, ink customization and prototyping to volume cell manufacture. The team has expertise in a wide range of applications from logistics to lighting and is here to help you power



your solution!

LEARN MORE



**General Secretary**

Fang Fang

LEARN MORE

## AIM China Regional Update

AIM China organized several expert review meetings on association standards. Experts from GS1 China, local standards institutes and related enterprises reviewed and provided technical guidance. A series of food industry Public Welfare training called "Label Connect China" was conducted. Finally, they produced a video on article numbering and AIDC technologies.

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## Upcoming Webinars by AIM

### **Barcode & RFID Technology for the Cannabis Industry: Proven Tools for Operational Efficiencies**

Tuesday, March 19 at 12pm ET

The cannabis space is an emerging market and this path has been walked by many before. This webinar will showcase the extensive work done in other markets as they moved through the initial pain points and implemented AIDC technologies, standardization, and supply chain interoperability.

#### SPEAKERS

Kevin Gannon, BesaMe  
David Eagleson, Outlaw Technology  
Duane Roebuck, BlueStar, Inc.

REGISTER

### **Unraveling the Complexities of the \$114 Billion Food Supply Chain**

Thursday, April 25 at 12pm ET

This webinar explores how forward-thinking organizations are leveraging technology to address these challenges and enhance their bottom line. From farm to fork, the discussion will unravel the impact of obstacles on meeting customer expectations and operational efficiencies.

#### SPEAKERS

Patti Blessing, Zebra Technologies  
Susan Flake, Avery Identification Solutions

REGISTER

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## TSC Printronix Host RFID Encoding Class with RAIN Alliance

Wednesday, March 20

TSC Printronix Diversified Labeling Solutions Training Facility, Chicago IL USA

Join this Masterclass and equip yourself with the Numbering System expertise needed for both open- and closed-loop applications. The class will cover encodings based on GS1, and ISO/IEC standards and the new RAIN Alliance ISO Numbering System. Secure your spot today and stay ahead in the evolving world of RAIN RFID. This course includes a certification test. [Learn more.](#)

The course will also be delivered at the [Connections Summit](#) in Taiwan.

## Members at HIMSS

Connect with the thought leaders that are driving better healthcare with products and solutions to solve your traceability challenges.



## Members at the HDA Conference

Learn from the pharmaceutical supply experts who keep the industry moving.



## Members at MODEX

Discover the latest solutions to move your business forward as AIM's industry-leading innovators showcase their latest manufacturing, distribution, and supply chain solutions.



AIM Global  
Defining Today's Technology Standards; Empowering Tomorrow's Solutions  
100 Allegheny Drive, Suite 105C, Warrendale, PA 15086 USA  
[info@aimglobal.org](mailto:info@aimglobal.org) | [www.aimglobal.org](http://www.aimglobal.org)



AIM is the trusted worldwide industry association for the automatic identification industry. For more than 50 years, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies. AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. Member benefits include education, advocacy, and community, as well as a role in creating industry standards through collaboration. Visit [www.aimglobal.org](http://www.aimglobal.org).



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