

## RFID Technology Simplifies Distribution

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Press release from: [WOWGAO INC](#)

Toronto, ON, Nov, 2006 - There are many applications for how RFID systems help manufacturers and warehouse operations; these applications can be as unique as the enterprise they help. However, there are some common areas in these industries related to their logistics of getting the finished product to the customer or to another distribution center. Bottlenecking of the goods at the shipping door has implications on the costs to ship goods, lowers revenues when there are fewer shipped goods to bill and puts a drag on productivity gains you have made in other areas of the enterprise.

As product moves onto pallets, cases, boxes or whatever the means of preparing it for shipment, an RFID tag is read that is attached to the pallet, as an example. With the appropriate applications software, then all relevant data is transposed onto the tag, the inventory of product, which customer it is for, delivery information, the method of transportation, etc.

Once that pallet passes through a specific point at a shipping dock, then the tag is read and the contents of the data loaded earlier gets processed into the enterprise software. This in turn will generate invoices, initiate courier tracking, adjust inventories, initiates material purchases to name just some of the impact RFID can have for your day-to-day business. Gone too are many of the headaches associated with bottlenecks in the shipping process such as verifying shipments against the bill-o-lading while drivers queue up for their pick-ups, the potential for human error in getting the wrong product on the wrong truck.

The ability to ship manufactured or warehoused goods efficiently and with less cost is what RFID technology can deliver to your business. To learn more, please contact GAO RFID Inc. at [sales@gaorfid.com](mailto:sales@gaorfid.com) or visit our Web site at [www.gaorfid.com](http://www.gaorfid.com).

### About GAO RFID Inc

GAO RFID Inc., a member of GAO Group, was spun out from GAO Tek (formerly GAO Engineering) in July, 2006 as a result of its fast growing RFID business and its further heavy investment in this exciting market. GAO RFID has established itself as one of world's most influential suppliers of RFID products, particularly RFID tags, labels, and readers. GAO emphasizes on product quality. [Read More...](#)

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### GAO Group

GAO Group is headquartered in Toronto, Canada. GAO Group has marketing, sales, customer support, manufacturing and R & D facilities in various countries, with most of its staff located in Canada, USA, China, and India.

The oldest Member Company, GAO Research Inc., was founded on June 2, 1992 and it quickly established its reputation as an R & D power house in the embedded industry. Since then, GAO Group has grown and has become a group of fast growing companies with an enormous international customer base and an extensive network of VARs, distributors, resellers, and strategic partners in diversified industries worldwide.

To provide unparalleled services to its enormous customer base spread out over the world, GAO Group has developed and

deployed sophisticated technologies among its facilities to carry out such functions as e-commerce, inventory management, CRM, project management, and supply chain management.

GAO Group consists of:

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