

NEW from SIMCO fusION Static Neutralizer for Protecting RFID Tags from Damage

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SIMCO Industrial Static Control introduces the fusION static neutralizer. The fusION delivers powerful and balanced static control in a compact package that can be installed in places where typical ionizer designs do not fit. Simple to install, operate and maintain, the fusion requires no adjustments or calibration because of Simco's patented auto balancing (DOCC) technology.

The fusion is perfect for protecting RFID tags from damage. Static charges are commonly found in tag and label printing/production operations anywhere along the path from the feed-roll to the rewind. The charges are generated by the contact and separations of the web material from the unwind roll, and as the material travels over the various rollers and process stations as it runs through the press or converting equipment.

Unfortunately the tiny circuits of the RFID tags may not be robust enough to withstand exposure to static charges. They can experience damage from:

- Direct electrostatic discharge (ESD). When a charged object or individual touches a device, some of the stored energy is transferred or discharged either to the device or through the device to ground. The charge is transferred to the static-sensitive device causing damage or destruction.
- Electro magnetic interference (EMI). This is also referred to as electrical over-stress (EOS) in the electronics industry. It occurs when a device is exposed to a transient energy, or voltage, temporarily overstressing the circuit. The result is either immediate damage, or catastrophic failure of the device, but most often results as a latent failure that ultimately causes the device to fail.

To protect RFID devices from static electricity you need to use an active (electrical) static eliminator that can provide relatively balanced ionization (probably less than 500 or 600 volts of ion current), and is capable of neutralizing your specific application (speed, type of material, etc.). The ionizing balance (equality of positive and negative ions) of an eliminator is important because the offset voltage differential (usually negative) of a unit could damage some RFID devices.

The fusion's auto balancing (DOCC) technology and powerful ionization capability will help prevent damage to your RFID tags.

SIMCO Industrial Static Control, ISO 9001 certified, is unsurpassed in customer service, and product excellence. SIMCO, the worldwide leader in static control, has been providing static control and web cleaning solutions since 1936. Simco Industrial Static Control is an Illinois Tool Works Company. ITW is a \$14.4 billion in revenues diversified manufacturer of highly engineered component and industrial systems and consumables. The Company consists of approximately 750 business units in 49 countries and employs some 55,000 people.

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SIMCO, the world's largest manufacturer of static control products, has been providing solutions to electrostatic problems in a wide range of industries since 1936. Our ISO 9001 certification signifies our commitment to quality products and service excellence.

When you look to SIMCO for a solution, you can depend upon:

Technical and applications expertise available by phone or at your facility

24-hour shipping of stock products

Worldwide support, with factories in the U.S., Holland, and Japan

Continuing commitment to new product development

Our goal is to help you reduce costs, improve operations, and increase quality. We approach each situation with a sincere attempt to understand unique customer needs and develop innovative solutions. This approach has been extremely successful in the past and has earned us the business of customers worldwide in the plastics, packaging, converting, printing, textile, medical, automotive, and other industries.

For over 60 years, we've built our reputation on being able to service the needs of our customers. As the worldwide leader in static control, we welcome the opportunity to serve you.

[You can find this press release here](#)