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Merger of Holland RFID Inc. and InfoChip Systems Inc.

into

InfoChip, LP

Holland RFID Inc., a subsidiary of Holland 1916 Inc., merged with InfoChip Systems Inc., of Lethbridge, AB, Canada to form InfoChip, LP. InfoChip, LP has offices in Houston, Texas; Lethbridge, AB, Canada; and Liberty, Missouri.

According to Mike Stradinger, CEO of InfoChip, LP, “the merger makes sense because it allows InfoChip, LP to offer our customers a complete RFID solution for industrial applications.”

Holland RFID Inc. provides rugged RFID tagging solutions for industrial applications, and InfoChip Systems Inc. offers easy-to-use asset tracking and compliance software. Jim Stradinger, VP of Sales, believes “InfoChip, LP’s combination of unparalleled software, tags, readers, and service offerings allow industrial RFID users to increase worksite safety and reduce operating costs. InfoChip, LP’s international portfolio of customers in the oil & gas, lifting & rigging, drill pipe, construction, valve, mining, and hose industries confirms the breadth and depth of our value offering.”

Jeff Bishop, VP of Business Development, states, “the merger allows the company to increase investment in new software development and custom tag design.” Chris Gelowitz, CTO, concurs. “The merger has allowed us to hire additional software developers to speed implementation of our product roadmap.”

Tom Bamford, VP of Channel Sales, believes industry experience and customer focus will continue to be a point of differentiation. “Our industry roots and willingness to innovate have allowed us to develop a software eco-system delivering value to each party in the asset lifecycle.”

InfoChip, LP provides software under the *eEquip* brand and offers mobile, desktop, and test bench modules. The software solutions are easily customizable, and *eEquip* has over 35,000 users. The company offers a wide variety of UHF and HF RFID tags for on, in, or near metal applications and other harsh environments. InfoChip, LP has deployed over 5,000,000 RFID tags.

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