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**Frequentz Inc. Establishes EU Resource Center,  
Forms Alliance with European EPC Competence Center**  
*New Frequentz European center provides global customers  
with more comprehensive traceability resources*

**Palo Alto, CA** – July 7, 2015 – Frequentz Inc., a global leader and champion of end-to-end visibility, is pleased to announce the establishment of its European Resource Center in alliance with the European EPC Competence Center (EECC) in Nuess, Germany. The move is in response to their customers' continued international growth utilizing their EPCIS based global supply chain management and traceability solutions. With the EU at the epicenter of the global traceability explosion, this strategic partnership allows Frequentz to provide greater resources for their EU track and trace software customers who are interested in business-driven serialization solutions.

"Partnering with a thought leader in the world of traceability like the EECC allows us to provide even more comprehensive solutions for our customers around the world," said Charlie Sweat, CEO, Frequentz Inc. "The expansion of the track and trace industry in Europe is rapid, which makes it an exciting time for us to open the Frequentz European Resource Center. This gives us the leading edge on shaping the future of traceability."

The new Frequentz European Resource Center is another demonstration of Frequentz Inc.'s commitment to remaining effectively connected to customers at all levels, by continuing to offer the most innovative technology solutions, personnel and partners to service their needs on the ground in Europe on a daily basis.

The EECC was founded by GS1 Germany, Deutsche Post World Net, Karstadt Warenhaus GmbH and METRO Group and is open as a resource to companies across a variety of industries including consumer packed goods (CPG), logistics, food, automotive and pharmaceuticals. It was established to foster adoption of Electronic Product Code (EPC)-based Radio Frequency Identification (RFID) and Auto-ID technology by offering testing, training and consulting services. Furthermore, EECC's EPCIS experts are responsible for many successful EPCIS solutions across multiple industries. For more information visit [www.eecc.info](http://www.eecc.info).



“As EU businesses continue to see the value of integrating standardized EPCIS based solutions into their supply chains, aligning ourselves with a global traceability solutions provider such as Frequentz is a natural fit,” said Falk Nieder, Head of Software Solutions, EECC.

### **About Frequentz**

Frequentz is a global leader and champion of end-to-end visibility, offering comprehensive traceability, serialization and information management technologies. Their transformative tools bolster businesses and brand reputations by improving productivity, product quality, and profitability. To accomplish this, Frequentz provides valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries worldwide and promote intelligent analytics and consumer safety. For more information visit [www.frequentz.com](http://www.frequentz.com).

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