CUSTOMER: **Standard Textile Company, Inc.,**
- **Global provider of reusable textile solutions**
- Markets: Interiors, Workwear, Consumer
- 24 production & distribution sites worldwide
- More than 1,300 employees worldwide

THE CHALLENGE:

Standard Textile needed **a method of inserting RFID chips for items manufactured in their U.S. automated manufacturing facility**.

Standard Textile headquarters in Cincinnati, USA.

WHY DATAMARS:

Datamars reviewed "in label" technology being developed by Standard Textile, then proposed and delivered a fully automated **ALL-IN-ONE SOLUTION "RFID TAG ON LABEL"**, embedding the RFID tag directly into pre-existing Standard Textile care labels for application during textile production. This allowed **seamless RFID integration** into their existing processes:
- no need for separate RFID tagging processes;
- no machinery retooling: **works with current label feeders**;
- no changes customer's operational workflows;
- fully automated, scalable to high-volume manufacturing.

Standard Textile - Union Manufacturing Facility - Cut and Sew Terry

THE RFID SOLUTION:

- **RFID Tag-on-Label** (LaundryChip™ integrated into customer's own textile label) implemented in the whole U.S. textile production.
- The solution supports Standard Textile's strategy to offer **turnkey RFID inventory solutions to hospitality final clients**, combining tagged pre-laundered linens, hardware (RFID cabins, handheld readers) and managerial reporting for a ready-to-go RFID.

BENEFITS:

✅ **ALL-IN-ONE solution**: the RFID tag is pre-embedded into care labels so they are both applied to textiles in only 1 step
✅ **Value-added service** for hospitality clients: Enables RFID inventory solutions

STRATEGIC OUTLOOK: Use RFID data for:

- Inventory management
- Linen lifecycle insights
- Expand bundled RFID solutions to more sectors

Datamars – Prototype of RFID tag on label in roll

Innovating Textile Manufacturing: The First U.S. RFID Tag-on-Label Solution for Smarter Hospitality Linens

As demand for **smarter textile management** continues to rise across the hospitality sector, global manufacturers are under increasing pressure to deliver innovative, data-driven solutions, without disrupting existing operations.

Standard Textile Company, Inc., continuously looks for ways to create new customer benefit. Examples include patented technologies to extend product life, pre-washed linen that can be directly placed into the circulating inventory with Room Ready for You® Laundered with Tide® program, and other innovations that focus on reducing hoteliers' operational cost. As customers have begun asking for RFID-enabled linen, Standard Textile wanted to integrate this capability into their domestic production operations.

But there was a challenge: any solution had to work **within their existing high-speed, automated production lines**, with no retooling or manual intervention.

This case study explores how Datamars Textile ID partnered with Standard Textile to design and implement a first-of-its-kind **RFID Tag-on-Label solution**, fully aligned with their production workflows and strategic goals, unlocking a **new era of value-added services for their customers**.

Standard Textile - Union Manufacturing Facility - Sheeting

About the customer:

- Founded in Cincinnati, Ohio (USA) in 1940, Standard Textile Company, Inc. is a vertically integrated, innovation-driven organization and global leader in the manufacturing and distribution of reusable textiles for the healthcare, hospitality, interiors, workwear, and consumer markets.

- The company is supported by a global network of 24 production and distribution facilities across North America, Europe, the Middle East, and the Far East with a workforce of more than 1,300 employees.

Standard Textile - Concept Development

The challenge:

To meet demand for inventory tracking solutions, particularly from hospitality customers, Standard Textile needed to supply RFID-integrated textiles—specifically for U.S.-manufactured goods and for clients requiring U.S.-only sourcing.

A key requirement was to integrate RFID tags without retooling existing machinery or disrupting their automated label application systems. The solution had to work seamlessly within their high-volume, automated production environment.

Datamars RFID TAG IN LABEL SOLUTION powered by LaundryChip™

Standard Textile - Union Manufacturing facility - Cut and Sew Terry

Datamars – Prototype of RFID tag on label in roll

Why Datamars

Standard Textile chose Datamars Textile ID for our ability to understand their operational constraints and propose a solution that went beyond their initial expectations.

While Standard Textile's initial focus was on heat-sealing tags into existing labels, the Datamars' product development team proposed a more elegant, seamless and scalable alternative solution: integrating the RFID tag directly into their branded labels, allowing them to use existing automated label feeders with no changes to their production process. With a proven track record in working with large-scale textile operations and a deep understanding of RFID integration within textile manufacturing, Datamars was the first and only RFID manufacturer in the U.S. to develop and offer a truly automated Tag-on-Label solution, tailored to the needs of high-throughput textile manufacturing—delivering innovation without process disruption.

The Solution: Tag-on-Label Innovation

Datamars developed an all-in-one RFID label, embedding a LaundryChip™ directly into Standard Textile's existing branded labels. This allowed:

- Seamless integration into automated production lines
- No modification to label feeders or machinery
- High-speed, high-volume application in a single step

This approach eliminates the need for separate RFID tagging processes, dramatically simplifying operations and accelerating implementation.

Beyond Tag Integration: Enabling Turnkey Inventory Solutions

Standard Textile is extending the value of RFID beyond manufacturing, building a turnkey inventory management offering for its hospitality customers. By bundling RFID-enabled linens with inventory tracking technology, they offer clients an end-to-end solution.

Standard Textile – Prototype Construction

RFID reading cabin used by hotel customers for fast and accurate linen inventory management.

Hotel staff benefit from real-time inventory visibility and loss prevention with RFID-enabled linens.

Key elements include:
- Standard Textile's ControlTex® inventory management software;
- Datamars RFID hardware (cabins, handheld readers, and custom configurations) to improve visibility into linen usage and lifecycle;
- Support for loss prevention and stock optimization.

This strategic shift enhances Standard Textile's positioning as a value-added partner.

Business Benefits

☑ No retooling required – RFID is integrated with existing equipment

☑ Fully automated process – No disruption to production flow

☑ Enhanced customer experience – Enables value-added services

☑ Market-first innovation – First RFID Tag-on-Label in the U.S. textile industry

Strategic Outlook and Conclusion

Looking ahead, Standard Textile aims to leverage RFID data to support:
- Product performance analytics (e.g., monitoring textile durability and customer feedback on design/material changes)
- Predictive lifecycle management
- Expansion into additional sectors as RFID adoption scales

RFID integration is more than a compliance step—it's a strategic enabler for data-driven product innovation and deeper customer relationships.

"As our customers elect to expand their use of RFID technology in the hospitality market, our partnership with Datamars has helped us leverage our U.S. production facilities to offer a unique, elegant and effective way to integrate this capability." **– Frank Kerley, Vice President of the Textile Division at Standard Textile.**