

Metalcraft announces RFID website

Universalrfid.com educates on RFID technology, business applications

MASON CITY, IOWA (October 15, 2015) – Metalcraft today announced [a new website](#) detailing RFID technology and its applications. [Universalrfid.com](#) describes the power of RFID to harness valuable business data.

“RFID is such a growing part of Metalcraft’s business and distinct from our traditional products,” said Metalcraft president and CEO Steve Doerfler. “As a technology company, Metalcraft wants to make RFID simple for those who have an ID challenge.”

The new website at <http://www.universalrfid.com> offers educational content, including RFID basics and independent data on technology performance. The site lists RFID tags by application – event management, asset tracking, car washes, etc. – and offers videos and case studies tied to each product to show the value of the solutions.

[Universalrfid.com](#) also lists Metalcraft’s global integrators – partner businesses with the expertise necessary to combine hardware and software to meet business requirements.

For more information or to receive free samples, visit <http://www.universalrfid.com> or contact a Metalcraft ID Specialist at 800-437-5283.

About Metalcraft

Metalcraft has provided property identification solutions since 1950. From a headquarters in Mason City, Iowa, Metalcraft has provided thousands of businesses throughout North America and around the world with a wide range of choices in durable nameplates and labels to meet the needs of the ever-evolving industry of tracking and controlling. These customized products may include consecutive numbers using barcode and/or RFID technologies. Metalcraft nameplates and labels are made from the toughest materials – polyester, anodized aluminum, stainless steel, polycarbonate, ceramic and more – to withstand environments ranging from mild to extreme, resisting abrasion, caustics/acids, solvents, salt air, high temperatures, and UV rays. Visit <http://www.idplate.com> for more information.

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