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RFID Journal features success of H&M Bay's investment in technology.

FEDERALSBURG, MD - August 14, 2009—H&M Bay, a temperature-controlled less-than-truckload (LTL) 3PL, was featured in a recent issue of *RFID Journal*. H&M Bay installed its Franwell designed RFID-enabled system in late 2008, which enables them to track the location of temperature-sensitive goods at its cold storage facility in Maryland.

Michael Ryan, the company's Chief Operating Officer, stated "Having the ability to track pallets from their entry into our freezer/cooler has been extremely beneficial to both H&M Bay and our Shippers. This technology has been something we have worked very hard to bring to fruition. It has proven to be worth all of the time and effort that was put into perfecting it. We are very pleased with the increase in productivity and accuracy that this technology has provided us."

To read the entire article, go to <http://www.rfidjournal.com/article/view/4923>

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