

<Company name>  
Attn.: <Name>  
<Address>  
<Address>  
<Address>  
<City>  
<County> <Postal code>  
<Country>

Dartford, October 2009

**Client No.: <Client No.>**

## **Introducing “Operation Chip It”:**

### **Your CC Containers will get a new tag with built-in RFID!**

Container Centralen has previously carried out tagging operations to replace and upgrade the identification marks (currently a black padlock) on the CC Containers. Right now we are preparing a new campaign - “Operation Chip It” – which is carried out to protect the CC Pool System from illegal, low-quality container copies, thereby ensuring that you always have functional, returnable CC Containers at your disposal. It also means that by November 1, 2010, only CC Containers with the new tag will be accepted into the CC Pool System!

### **Built-in RFID for quick and easy identification of CC Containers**

With “Operation Chip It” we are introducing RFID technology to ensure that all CC Container users are prepared for the increasing demand for optimized transport and logistics. The implementation of RFID is in co-operation with IBM.

The RFID technology will benefit all stakeholders in the horticultural industry, as it makes identification of the CC Container simple and quick, while providing a platform for future integration with IT Management systems. “Reading” the RFID tags, and thereby verifying the authenticity of the CC Container, is easily done with RFID readers (handheld scanners or gates). Further details about what type of readers you should be using is available on the “Operation Chip It website” – [www.operation-chip-it.com](http://www.operation-chip-it.com).

### **What you have to do!**

You play an important role in “Operation Chip It”. In October 2010, we will send you the new tags for you to mount onto your CC Containers. This must be done before November 1, 2010!

Please note that we will send you RFID tags exactly matching the amount of CC Containers you have under contract.

For your business to be ready for the RFID implementation, we recommend that you take the following steps already now:

- Check if your actual quantity of CC Containers corresponds to the quantity stated in your contracts with CC. In case of discrepancies, please send a change request to your local CC office (complete form overleaf, or download it on [www.operation-chip-it.com](http://www.operation-chip-it.com)).
- Prepare your organisation for the RFID implementation: Evaluate whether you will require an RFID scanner or make an agreement with your co-operation partners. Find more information on [www.cc-rfid.com](http://www.cc-rfid.com).
- Sign up for regular news updates on [www.operation-chip-it.com](http://www.operation-chip-it.com) and/or [www.cc-rfid.com](http://www.cc-rfid.com).

### **Visit [www.operation-chip-it.com](http://www.operation-chip-it.com) to learn more!**

In the enclosed brochure you can read more about “Operation Chip It”. Furthermore, you can find additional information on [www.operation-chip-it.com](http://www.operation-chip-it.com), where this letter can also be downloaded. On the website you can also find our list of exhibitions where RFID is being demonstrated, in all of Europe. You are, of course, most welcome to contact your local CC office with any questions you may have.

With kind regards,  
Container Centralen Ltd.