

Dartford, July, 2010

## **‘Operation Chip It’ – All CC Containers Will Be RFID Tagged**

To protect the pool of CC Containers against counterfeit low-quality containers, the ID tags on all CC Containers (currently a black padlock) are exchanged regularly. The next generation of ID tags will be implemented soon, this time with built-in RFID to provide new possibilities and a unique protection against counterfeit containers.

As the implementation date for the introduction of RFID has been drawing near, concerns and uncertainties about how RFID will change our industry and working procedures have been expressed by many CC Container users. We take the market’s opinions, concerns and assessments very seriously. It has therefore been decided to defer the implementation date to:

**Monday January 10, 2011**

### **More time – more possibilities**

Scanning the RFID tags is paramount to the success of the RFID introduction and your guarantee for not receiving counterfeit containers. If you scan, you also have the option to use the range of possibilities you get with RFID, e.g. ‘Track & Trace’. See [www.operation-chip-it.com/rfid-scanners.aspx](http://www.operation-chip-it.com/rfid-scanners.aspx) for information on scanners. In response to recent customer requests, the RFID partner group and our suppliers are now also working on additional scanner types together with user groups to accommodate even more customer needs.

### **Savings for you – and protection of your assets**

The CC Container pool is ‘owned’ by the customers – mostly via long-term hire contracts – and it is CC’s responsibility to protect the pool. This is best done with RFID. Introducing RFID technology means that for CC Container customers tangible cost savings can be achieved already now. That is why we are able to commit to making **no increase in pool fee for 2011, and cut it by at least EUR 0.50 in 2012 and another EUR 0.50 in 2013!**

On your first pool fee invoice from Container Centralen after January 10, you will also receive a compensation of EUR 0.20 for each CC Container that you have tagged.

### **Make sure you get the information!**

Look out for the next letter from CC with the latest news! In the meantime, your local CC office is constantly available to answer questions and queries from you. Furthermore, we encourage everybody to register an e-mail address on [www.operation-chip-it.com/subscribe](http://www.operation-chip-it.com/subscribe) to ensure that you receive the frequent news updates on the RFID project that are sent out via e-mail.

With kind regards,  
Container Centralen Ltd.