



Press release

STid expands its international network - from England to Australia

Paris, March 4th, 2014

STid, the French specialist in RFID products for security and industrial traceability, opens two new subsidiaries in England and Australia, confirming its international growth strategy.

Since its establishment in 1996, STid has been French market leader in security and industrial track & trace solutions. Over the last few years, the company has grown its Mexican subsidiary in order to develop the brand and support sales growth in Latin America and the USA. *“One of the keys to our success is our closeness to clients and our speed in responding to customer needs. (...) The success of our subsidiary in Mexico City and the international enthusiasm for our innovations have underlined the need to structure our network in order to strengthen our brand abroad,”* explains Pierre-Antoine Larrera de Morel, STid Sales and Marketing Director.

In January 2014, STid opened offices in Warwick and Melbourne for the first time. These new locations in the UK and Australia are the second step in an ambitious plan seeking to take STid to the four corners of the globe, consolidating and strengthening the brand’s international presence. *“The international network that we are building is part of our export growth strategy, our way of staying close to our clients, better understanding their local and sector issues and supporting them as they go after new markets,”* adds Vincent Dupart, Deputy CEO.

This international development strategy is built on the launch of innovative high value-added products and solutions, such as Architect®, the first ever range of upgradable access control solutions.

About STid

Your contactless identification partner

STid designs, manufactures and markets solutions (readers, tags and software) for the **security** and **industrial track & trace** markets. As French market leader, STid has developed innovative products and solutions for **high-security access control** and **automatic vehicle identification (AVI)**. Our expertise as an RFID manufacturer leads us to tackle **traceability issues in harsh environments** in the most demanding industries, such as aerospace, oil & gas, healthcare, transport, logistics and more.

More information: <http://www.stid.com>

About the Architect® range

STid is proud to present the first modular range of 13.56 MHz MIFARE Plus®/DESFire® EV1/NFC secure readers, offering both flexibility and simplicity. By optimizing the design, we have developed a common RFID core that can be connected to a set of additional modules, such as a keypad, biometrics or a touch screen... Numerous customization possibilities are available: logo printing, casing color, casing material-effect, multicolor LEDs...

More information: <http://www.stid.com/fr/produits/gamme-architect.html>

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