



RFID SOLUTIONS

POWERED BY BLUESTAR



LOCATIONS / EMEA



BLUESTAR. BUSINESS MADE SIMPLE.

BlueStar is a leading global distributor specializing in solutions-based technology, including Digital Identification, Mobility, Point-of-Sale, RFID, Digital Signage, Robots, and Security. We exclusively support value-added resellers, integrators, and ISVs with complete solutions, business development, and marketing support.

BlueStar provides end-to-end assistance for any project no matter the size or the market. We are your one-stop shop for all your technology needs, with a focus on flexibility and efficiency. Our dedicated sales and technical teams work alongside your operations to ensure seamless implementation.

Our commitment to your success, backed by our available robust financial resources, helps you become more agile, capable, and profitable.

Belgium +32 23 420408 info.be@eu.bluestarinc.com	Hungary & EE +36 1 808 8275 info.hu@eu.bluestarinc.com	Portugal +351 707 502 591 info.pt@eu.bluestarinc.com	The Netherlands +31 880 233 633 info.nl@eu.bluestarinc.com
Czech Republic & Slovakia +420 46 7027830 info.czs@eu.bluestarinc.com	Ireland +353 1 968 2580 info.ie@eu.bluestarinc.com	Romania +40 740 110 111 info.ro@eu.bluestarinc.com	UAE +971 504584404 info.me@eu.bluestarinc.com
Denmark +45 8988 3663 info.dk@eu.bluestarinc.com	Italy +39 051 9525685 info.it@eu.bluestarinc.com	Saudi Arabia +966 545336959 info.ksa@eu.bluestarinc.com	United Kingdom +44 1785 218500 info.uk@eu.bluestarinc.com
Finland +358 94 2732280 info.fi@eu.bluestarinc.com	Morocco +212 675 885 319 info.mo@eu.bluestarinc.com	South Africa +27 837 30 65 34 info.sa@eu.bluestarinc.com	
France +33 4 75 71 08 50 info.fr@eu.bluestarinc.com	Norway +47 22838400 info.no@eu.bluestarinc.com	Spain +34 902 11 91 03 info.es@eu.bluestarinc.com	
Germany (DACH) +49 69 31090150 info.de@eu.bluestarinc.com	Poland +48 22 1531600 info.pl@eu.bluestarinc.com	Sweden +46 40 6688508 info.se@eu.bluestarinc.com	

OUR TEAMS ARE AN AN EXTENSION OF YOUR COMPANY.

WE ARE YOUR DEDICATED RESOURCE,
COMMITTED TO HELPING YOU GROW YOUR
RFID-FOCUSED BUSINESS.

THE BLUESTAR DIFFERENCE



BLUESTAR SERVICES

- Configuration
- Staging
- Custom packaging
- Kitting and Bundling



LOGISTICS EXCELLENCE

- Centralized warehouse
- Same-day shipment
- EMEA drop-shipment
- Largest solutions-based stock in Europe, Middle East & Africa



LOCAL SUPPORT

- 27+ locations across EMEA
- 18+ local language spoken in Sales, Support and Business
- Specialized local BDM teams in a brand or vertical market



BLUESTORE - ONLINE PLATFORM

- One-stop-shop, more than 90 vendors
- Order, Invoice and RMA Management
- Quick Ordering function
- Price Exceptions Visibility



CONTRACT & RENEWALS

- Trained team for efficient service orders
- Secure recurring revenue with renewals team
- Expertise in managing service opportunities
- Ensure order cleanliness and correctness



GLOBALCARE

- Upscale Globally
- Global network of experts
- Global warehouse and shipment



ANDROID COMPETENCE CENTRE

- Zero Touch deployment
- Google Play app management
- Google Play Protect
- Android Enterprise
- Recommended solutions



DIGITALLY READY

- ERP Import - FTP server
- Stock updates every 30 min.
- XML Orders and Invoices
- EDI connection available
- Manage with API's



[Visit ISV Portal ►](#)

ACCELERATE YOUR BUSINESS WITH BLUESTAR.

Discover TEConnect, an exclusive BlueStar program designed to help Independent Software Vendors (ISVs) grow their business. If you develop software solutions within the RFID market, TEConnect links you with top manufacturers, system integrators, and resellers, providing unique networking opportunities to foster meaningful partnerships.

RFID SOLUTIONS

BlueStar RFID technology drives AutoID innovation in EMEA, offering asset tracking, seamless ID, and inventory management across industries like manufacturing, transportation, logistics, and healthcare. Whether you require label printers, data capture terminals with integrated RF modules, tag identification portals or comprehensive rain-RFID systems, BlueStar is your trusted partner. By leveraging our RFID solutions, your customers can improve inventory accuracy, increase supply chain visibility, and push operations.

17%

is the expected annual growth of the RFID global market in healthcare business, between 2023 and 2032.

11.5%

is the average year-over-year growth, with 41 billion USD as the expected global RFID business market size by 2032.

80%

is the drop in average cost of an RFID tag in previous years, strongly pushing its implementation through the industry.



Asset Location

Loss Prevention

Product Tracking

Supply Chain Automation

Automated Checkout

Access Control

Asset Management

Personal Identification

Real-time Inventory

Inventory Tracking

Shipment Verification



INVENTORY MANAGEMENT

- UHF RFID printer
- RFID labels
- Dedicated label development software
- Fixed RFID reader plus antennas
- RFID sled inclusive mobile computer (Optional)

Manage your inventory seamlessly in real time & reduce stockouts and overstock situations.

REAL TIME TRACKING AND LOCATIONING

- RFID sled
- Rugged mobile computer
- RFID desktop/mobile printer

Real-time tracking and location solutions enhance operational efficiency, inventory management, and asset visibility, enabling end users to optimize processes and reduce costs.

ACCESS CONTROL AND SECURITY

- RFID access cards or badges
- ID Card printer or ID writer
- RFID reader (chose between fixed access reader or an USB mobile reader plugged into a PC for access to the device)
- Dedicated Application

Protect your data or your buildings while facilitating access to authorized staff. Additionally use this technology to register access and working hours.

WORK-IN-PROCESS TRACKING SOLUTION

- RFID Tags attached to workpieces or components
- RFID printers to print labels with programmed tags in one go
- Fixed Readers at production stations to capture WIP data
- Integration with Manufacturing Execution System (MES) in order to monitor the production progress

Streamline your production flow and gain visibility on the manufacturing in real time, reducing production time along the way.

FIXED READERS



Impinj products are built on RAIN RFID technology and extend connectivity from physical items to edge devices to the cloud, providing industry-leading performance that helps organizations operate efficiently, businesses increase profit, and people live easier.

KEY POINTS:

- Impinj readers are edge devices that enable bidirectional, wireless communications between applications and everyday items.
- Read, write, and authenticate endpoints or tagged items
- Impinj fixed readers offer flexible implementation to meet your unique needs

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Keonn provides system integrators with the most complete, seamless and advanced set of RFID hardware and software solutions to enhance the customer shopping experience at retail stores and to track and trace items at warehouses, libraries, hospitals and other spaces.

KEY POINTS:

- USB and UHF readers
- 4 Readers

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Nordic ID fixed RAIN RFID readers help you keep track of even the most complex large-scale supply chain item flows.

KEY POINTS:

- Real time Inventory
- Goods in/out functionality
- Goods location

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FIXED READERS



The unitech reader is a powerful RFID fixed reader with 4 antenna ports, versatile hosts and connectivity options. With its compact form factor, it is easy to be deployed in wide applications such as warehousing, library management, logistic, kiosk services, and production equipment tracking.

KEY POINTS:

- Support EPC global UHF Class 1 Gen 2 / ISO 18000-6C
- Leading read rates up to 900 tags per second
- Enterprise durability: IP52 sealing for ingress protections

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Achieve maximum asset visibility throughout your entire enterprise with Zebra's fixed RAIN RFID readers. Enjoy faster, simpler inventory management and flow of goods with complete visibility into your assets' movements. And get even more insights with Zebra's RFID Array Reader, which offers advanced technology that pinpoints the exact location of all your tagged assets—even if they're on the move.

KEY POINTS:

- Exceptionally high RF sensitivity delivers the greatest accuracy and longer read ranges
- With support for PoE and PoE+, there's no need to run power drops to each reader
- With upto eight ports per reader, you can cover more dock doors and portals with fewer readers

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HANDHELD READERS

Honeywell



From lightweight handheld readers for retail environments, to ruggedized units for logistics and manufacturing, Honeywell provide a complete line of RFID solutions. Integrate these products with Honeywell mobile computers, barcode scanners, software, and services to create comprehensive solutions to track and manage with confidence.

KEY POINTS:

- A full portfolio dedicated to RFID
- IH45 RFID Reader paired with Mobile Computer
- 8690i Wearable RFID Mini computer
- PM and PX Series - Mission critical Printers with RFID

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nordicid



Fast, mobile and accurate! Keep the data in the palm of your hand and manage your item flow real-time with our mobile barcode and RFID reader devices.

KEY POINTS:

- Market-leading state-of-the-art UHF RFID performance
- The unique combination of the large display and ergonomic pistol grip
- Android operating system for easy application development

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For over two decades, TSL®, part of HID, has delivered innovative data capture solutions to major companies all around the world using a global network of distributors and system integrators. Specialist in-house teams design all aspects of the finished products and software ecosystems, including electronics, firmware, application development tools, RF design and injection mould tooling.

KEY POINTS:

- Designed to read and write to EPC Class 1 Gen 2 and EPC Class 1 Gen 2V2 tags, high performance 2D data scanning to bring unparalleled data collection capabilities to any host it is connected to
- Using the latest generation of Impinj silicon, read rates have been boosted up to 1200 tags per second

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HANDHELD READERS

unitech



Unitech is a global provider of AIDC (automatic identification and data capture) and RFID technologies with over 40 years of experience. Unitech manufactures a wide range of Enterprise solutions such as mobile computers, rugged handheld PDAs, industrial tablets, RFID readers/writers, barcode scanners (1D/2D, DPM and ESD safe), embedded readers and software solutions.

KEY POINTS:

- Omni-channel solutions
- RFID handheld, pocket sized and snap-on gun grip accessory readers/writers
- RFID fixed and modules readers/writers
- RFID standard antenna, gate/port/shelve antenna and RFID tunnel reader/writers

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ZEBRA



From warehouses and loading docks to indoor customer-facing and carpeted environments, Zebra handheld RAIN RFID readers and RFID-enabled devices help you achieve maximum visibility into your enterprise assets. Engineered to withstand demanding work environments, Zebra's readers and devices increase supply chain efficiency and worker productivity.

KEY POINTS:

- Available as standalone readers or with sleds for mobile computers
- Industry-best 1300+ tag reads per second and optimized read range
- Bluetooth and WiFi 6 models available

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RFID PRINTERS

Honeywell



With Honeywell RFID Printers, you can simultaneously print, encode, and verify RFID labels with confidence and ease. Our RFID printers seamlessly integrate into industrial manufacturing, warehouse, and logistics applications, ensuring all items are labeled and tracked via RFID for quick and accurate data collection.

KEY POINTS:

- Flexible and programmable
- Supports variable network protocols and multiple print languages
- Ruggedized design, built for tough environments
- Honeywell Printer Edge platform with easy setup, quality output, enhanced security

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SATO is a leading provider of RFID solutions, offering a range of RFID printer/encoders, software, and tags/labels that support diverse industry applications and compliance standards. Their cloud-based RFID printing solution and expertise as a member of the RAIN alliance ensure dependable and tailored performance for different needs

KEY POINTS:

- RFID Thermal Printer
- SATO offers RFID solutions combining RFID labels/tags
- SATO provides different frequency ranges (LF, HF, UHF)

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From high performance enterprise designs, compact industrial models, lower-volume desktop, and mobile to print engine models, our RFID printer family is designed for diverse requirements.

KEY POINTS:

- Deep Collaboration with Multiple Standards Organizations
- Easily and Quickly Switch Between Different Label Constructions
- High Speed Encoding for Better Productivity

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RFID PRINTERS



Printer failures are a thing of the past with Zebra's self-reliant, durable and eager-to-work printers. From simplified set-up to quality construction to performance-enhancing Print DNA software toolset—Zebra allows you to print with confidence every time. Discover a wide variety of printers suitable for any environment, ensuring reliability and peace of mind for RFID and label printing.

KEY POINTS:

- Multiple form factors available, Industrial, desktop and mobile
- Accurately encode RAIN RFID labels, tags and cards where and when you need them

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RFID TAGS & CARDS



Whether you are looking for wristbands in nylon or silicon, any sort of shape of cards for specific uses or a specific tag for your RFID applications, you will find a wide selection of RFID tags&cards at BlueStar

KEY POINTS:

- Card, tags, wristbands, keyfobs

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Durable, rugged solutions for more extreme and demanding environments where a printable label would not be suitable. They may be attached in a variety of ways and also contain human readable information or pre-encoding if required.

KEY POINTS:

- Multiple tags available, suitable for the toughest environments and difficult applications.
- Ironside Classic and Slim
- Steelwave Classic

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RFID LABELS



All TSC Printronix Genuine Supplies RFID labels are guaranteed to provide optimal performance with all TSC Printronix Auto ID RFID printers, having been certified in our RFID Printer and Label Validation lab.

KEY POINTS:

- Huge array of inlays and face sheet materials
- Sample on demand

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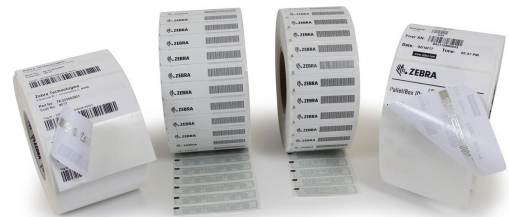


Using inlays from leading manufacturers, as well as our own Zebra-branded inlays, Zebra offers 50+ labels in stock. We can also create a custom solution for you—with just about any thermal material and inlay to meet the requirements of your unique application. Designed and tested with Zebra printers and RAIN RFID readers, our Certified Supplies ensure high performance.

KEY POINTS:

- Paper and synthetic labels available
- Best for non-metallic surfaces, plastics or corrugate
- ZBR2000 Zebra-branded inlay for longer read ranges and faster tag acquisition
- ZBR4000, ZBR4001 and ZBR4003 Zebra-branded advanced UHF RFID inlays offer a higher level of performance

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LF/HF CARD AND MOBILE READERS



rf IDEAS readers provide the ability to read practically any credential—maximizing the value of existing credentials and adding a secure authentication layer for key solutions. Our readers are available in various form factors to suit nearly any application. And they're backed by collaborative engineering and technical support to address any secure authentication and identification need.

KEY POINTS:

- Multi-Factor Authentication
- Mobile Authentication
- Identity and Access Management

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Bluetooth® Wearable LF/HF & NFC RFID Reader

KEY POINTS:

- The optional 2D Imager version can also capture 1D and 2D barcodes
- Apple MFI Approval

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ANTENNAS



Impinj provides reader accessories that include antenna hubs and antennas. The antenna hubs enable partner solutions to easily connect up to 32 antennas to a single Impinj RAIN RFID reader. The antennas connect to RAIN RFID readers, with or without an antenna hub, and come in an assortment of sizes and enclosures to support proximity read zones.

KEY POINTS:

- Impinj antennas are suitable for high-performance use cases—whether indoor or outdoor, in tight spaces or across long distances
- Impinj antennas support a variety of solutions—whether identifying tags in tight proximity or across long-range distances

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Keonn provides system integrators with the most complete, seamless and advanced set of RFID hardware and software solutions to enhance the customer shopping experience at retail stores and to track and trace items at warehouses, libraries, hospitals and other spaces.

KEY POINTS:

- Far field, near field and high gain antennas
- 15 Antennas

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Nordic ID offer a variety of RAIN RFID antennas for your specific needs supporting your in-store and storage solutions.

KEY POINTS:

- Reads tags in any position or angle
- Long reading distance
- Suitable for outdoor use and dusty manufacturing facilities

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ANTENNAS



Unitech's antenna portfolio delivers the next level of UHF RFID solutions that covers all transmission ranges and types to meet the industrial applications. It solves the problem of tracking large quantities of products in the warehouse, logistics, manufacturing, retail and intelligent transportation

KEY POINTS:

- Accurate
- Visibility
- Higher Efficiency

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Make sure the right asset is in the right place at the right time with Zebra's complete RAIN RFID portfolio—the deepest and widest in the industry. Quickly and accurately track inventory and assets. Our robust antennas offer the high performance and range needed for high traffic and precision.

KEY POINTS:

- AN440, AN480 & AN720 for General Use
- AN510 Ultra-Rugged for tougher environments
- SR5502 Transition Point Antenna to track inventory from arrival to departure

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SOFTWARE



BarTender® software by Seagull Scientific transforms data into the labels, barcodes, documents and RFID that drive business. The Professional Edition is ideal for departments and small businesses and offers an easy to use interface which includes RFID encoding and enables you to leverage content from databases, spreadsheets and other files for sophisticated label and card designs.

KEY POINTS:

- Built for UDI & MDR
- Complies with GS1 and HIBCC standards
- Group all of a product's documents and labels into one BarTender file and populate data from a single source, reducing the risk of human error.

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SOFTWARE



Impinj Speedway Connect on-reader software speeds RAIN RFID deployments, enabling users to easily configure and manage an Impinj reader, and quickly access RAIN RFID data.

KEY POINTS:

- Speed time to market: on-reader software gets your RAIN RFID deployment up and running quickly
- Enable applications: provide optimized item-level inventory, direction, and location data for applications

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All the detected RFID tags are recorded and stored in AdvanCloud in real time, and can be accessed from anywhere at any time. All the interaction events between the shopper and AdvanLook/AdvanFitting are also recorded and stored in AdvanCloud. All the data stored in AdvanCloud can be easily exported or queried, in order to generate reports, apply business intelligence techniques,etc.

KEY POINTS:

- Encoding systems / Automatic inventory systems
- Interactive retail systems / Loss prevention systems
- Point of sales systems: AdvanPay

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The solutions above are only a selection of **more than 18 software brands** available at BlueStar. Talk to your account manager to know more about the other software solutions that allow you to manage your RFID projects.



Mobile Computer
Software



Barcode Scanner
Software

ADDITIONAL VERTICAL SOLUTIONS & INSIGHTS





**WANT TO KNOW
MORE ABOUT
BLUESTAR?**

Contact us:
ask.blue@eu.bluestarinc.com

