



Defining Today's  
Technology Standards;  
Empowering Tomorrow's  
Solutions.

## Women of AIDC: Georgina Lamb, Vice President & General Manager, US&C at Honeywell

Hear from [Georgina Lamb](#) as she discusses her recent promotion, how [Honeywell](#) has evolved in her time there and the greatest challenges the AIDC industry faces on a global basis.

Listen



## 2025 Outlook and Predictions Spotlight

Nearly two dozen of the most respected thought leaders in the industry offer their predictions on what's in store for 2025. In the upcoming months, an executive will be spotlighted in each issue of the *AIM Insider*. As you read through these commentaries, you will note, of course, the current economic situation is addressed along with insights into how the industry can work together.

[Jeremy Schenof](#), Vice President Strategy, Solutions Group and [AD Smartrac](#), discusses how increased adoption of RFID across industries such as retail and healthcare is expected to further optimize



operations, enhance traceability, and support sustainability initiatives.

[Read](#)

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## Call for Entries for 2025 RFID · IoT · Blockchain · AIDC Case Study Competition

Each year, AIM recognizes those who have developed and delivered compelling solutions that contribute to the growth and advancement of innovations and cutting-edge technologies in the following categories:

- **RFID**
- **IOT**
- **Blockchain**
- **AIDC**

Open to members and non-members. Enter Now!

Deadline: 14 March 2025

[Submit](#)

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## We Need Your Input – AIM Conducts Industry Survey of Tech Users and Tech Providers

Completing the survey, which takes 5-7 minutes, will enter you for a chance to win a \$100 Amazon gift card, with responses kept anonymous and the deadline set for **February 28**.

**Technology Users,**  
please take this survey:

[Tech Users](#)

**Tech Companies**  
please take this survey:

[Tech Providers](#)

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## Spring into Advancing Your Industry Knowledge



*Holtsville, NY | 9-10 April*

Join us in New York to explore the future of digital technology, network with industry leaders and hear from experts as they discuss important industry topics such as standards, traceability and global supply chain trends.

[Learn More](#)



*Chicago, IL | 16 April*

Come to Chicago for a full-day educational experience tailored for every professional level. Whether you're new to the industry, an industry veteran, or an end-user seeking solutions, this workshop has something for you!

[Learn More](#)

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## AIM Blog - Be Recognized for Solving Your Customer's Traceability Challenges; Enter the Case Study Competition

Mike Allen, AIM Global

The [AIM Case Study Competition](#) highlights groundbreaking applications in AIDC, Blockchain, IoT, and RFID, showcasing how the appropriate solution was selected, the deployment issues they overcame, and the benefits they achieved. Since its inception over a decade ago, the competition recognizes the leaders in digital technology transformation and fosters adoption of these technologies by highlighting the best deployments and product offerings.

[Read](#)

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# Around AIM

Member Spotlight | Partner News | Webinars | Industry News

Welcome to AIM



[DecisionPoint Technologies](#) brings together over a half-century of combined expertise from Barcoding, Inc., and DecisionPoint Systems. Our history is in designing and implementing forward-looking AIDC based solutions such as RFID for leaders in retail, logistics, healthcare, and manufacturing markets.

A promotional banner for Pack Expo Southeast. It features three images: a close-up of a robotic arm, a yellow robotic arm, and a person working at a station. The text "A NEW HUB FOR INNOVATION" is in green. The "PACK EXPO Southeast" logo is in the bottom left. The date and location "MARCH 10-12, 2025 / ATLANTA, GA" are in a red banner at the bottom.

**A NEW HUB FOR INNOVATION**

**PACK EXPO**  
Southeast

**MARCH 10-12, 2025 / ATLANTA, GA**

Join us in Atlanta this March at Pack Expo Southeast.

Register using our comp code **AIMCC** to receive **FREE REGISTRATION!**

Find out more below!

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## Industry News

[The Evolution of the Grocerant: How Grocery Stores are Redefining Dining](#)

**Trustwell**

[FEIG Presents the New UHF Long Range Reader ID LRU4000](#)

**FEIG**

[Why Digital Product Passport \(DPP\) Alone isn't the Answer - In Conversation with CIRPASS](#)

**Avery Dennison**

[Disaster Recovery for Labeling: Do You Have a Plan?](#)

**TEKLYNX**

[Clini-Chat: Do You Have the Right People Informing Your RFID Projects?](#)

**Zebra Technologies**

[A Pivot of Global Supply Chain Success: The Compliance Triangle](#)

**Loftware**

[Track and Trace vs Traceability](#)

**SICK Sensor Intelligence**

[The Axia Institute Designs New Test Protocols for Pharmaceutical RFID Tags](#)

**The Axia Institute**

[Semiconductor Manufacturer Increases Yield From 66% to 95%](#)

**Cognex**

[What are RFID Tags Used For? A Complete Guide to Their Applications and Benefits](#)

**Metalcraft**

[Simplifying Hospital Bed Management with RFID Solutions](#)

**SATO**

[Why Data Loggers Are Your Best Defense in Protecting Food Shipments](#)

**SpotSee**

[Wiliot Joins the Ambient IoT Alliance](#)

**Wiliot**

[2025 RFID News: Top Trends Transforming the Industry](#)

**Checkpoint Systems**

*[Securing Trust: Tackling Counterfeits and Fraud in 2025](#)*

**Digimarc**

*[A Guide to the World of Digital Product Passports \(DPPs\)](#)*

**Lyngsoe Systems**

*[FSMA and Beyond: Why Smart Traceability and Reusable Packaging are Non-Negotiable](#)*

**Tosca**

*[Build a Bullet Proof Supply Chain for Your Retail Organization Webinar](#)*

**Seagull**

AIM

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AIM is the trusted worldwide industry association for the automatic identification industry. For more than 50 years, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies. AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. Member benefits include education, advocacy, and community, as well as a role in creating industry standards through collaboration. Visit [www.aimglobal.org](http://www.aimglobal.org).

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