



Powering Brands of Tomorrow

We Are SML

Our success as a global business and branding solutions provider is a testimony to our 35+ years of vision and innovation.

From our start in 1985 as a label and accessories provider to our position today as a worldwide leader in item-level RFID solutions, we have remained committed to continuous innovation, sustainability, and value-driven solutions for unique brand needs.

Our global network of capability and talent is more powerful than ever, yet our core values and customer-first ethos have never changed. From our executive leadership to each SML Group employee, we are inspired by the responsibility of upholding our commitment to excellence for our customers.

A Sustainable Approach

Sustainability is one of our core pillars. We recognize the critical role we play in leading the charge toward a better, more sustainable future through our people, products, solutions, and customers. And we don't stop there. We consistently look for new ways to champion the rising sustainability standard across the industry and the world.

Operation Green

We are continually improving our operational processes with the planet in mind, by reducing our carbon footprint, maximizing energy efficiency, and eliminating unnecessary waste.

Sustainable Solutions

Our enterprise item-level RFID software platform, Clarity®, drives more efficient and sustainable processes by minimizing overstock in stores and throughout the supply chain.

Corporate Responsibility

We're giving back through a strong commitment to the well-being of our employees and the

global communities where we do business.

Efficient Logistics

The proximity of our global manufacturing sites to garment manufacturers reduces greenhouse gas emissions and transportation waste.

Responsible Sourcing

Our suppliers, manufacturers, and contractors provide independent certifications that demonstrate compliance with local and international standards for responsible sourcing.

Eco-Friendly Materials

We offer a variety of sustainable materials from our EcoInspire™ product portfolio, and we're constantly looking for new materials to develop more sustainable products.

Global Reach. Local Service.

With locations in over 20 countries, our global footprint enables us to offer our customers localized service, local and regional understanding, and benefits that include:

- Shorter lead times
- Streamlined logistics
- 24/7 support in all time zones

Item-Level RFID (<https://www.sml.com/item-level-rfid/>)

Enabling successful adoption of item-level digital identification for brands of all sizes, in all industries.

Total Solution & Services

SML RFID TotalCare™ is the end-to-end solution for all item-level RFID needs across retail. Our solutions enable brands to successfully implement item-level inventory management with minimal financial impact and clear ROI.

Clarity® Software

Clarity® is the most powerful item-level RFID software suite on the market. This RFID enterprise software suite is built on the cloud-based Clarity® Core platform to deliver unmatched operational efficiency and accuracy in solving today's retail store, logistics, supply chain, and customer experience challenges. Learn how Clarity® maximizes retail ROI via Clarity

® Core, Clarity® Supply Chain, Clarity® Store, and Clarity® Experience.

RFID Tags

Tag selection is essential to the successful implementation of an RFID program. SML offers a comprehensive suite of tag options to address specific use cases in retail and other diverse industries, from apparel and footwear to logistics, cosmetics, pharmaceuticals, food, aviation, and countless other applications.

Labels & Accessories

SML is one of the world's largest tags, labels, and accessories providers, with 35+ years of experience in retail. Our high-quality and sustainable products are designed to meet your brand's functional, aesthetic, identity, security, and regulatory needs.

Dynamic QR Labels

Bring labels to life and create new digital marketing opportunities to engage customers and strengthen brand loyalty using QR code technology.

Supports last-minute content changes without impacting lead times or costs

Adds interactive, direct-to-consumer digital touchpoints to physical labels

Supports circular fashion by displaying garment recycling details

Hangtags & Price Tickets

Make your brands' products stand out with our line of high-quality hangtags and price tickets.

Engage customers with original brand messaging

Use a variety of sustainable materials and forms

RFID and QR code technology enable

Stickers

Labeling made easy with fully customizable stickers for all your product and packaging needs.

Packaging, Printing & Encoding

SML offers turnkey solutions for all your packaging needs. From concept to production, we help create the perfect packaging solution, executed with the highest level of consistency around the globe.

With 20+ global service bureau locations, we ensure prompt, reliable delivery of our innovative printing and encoding solutions to customers around the world.

Career: A workplace built on core values

Teamwork

Our organizational structure ensures that our employees see each other as peers. We work together to nurture each individual's career goals and support the company's mission.

Innovation

At SML, we love a challenge, because it's an opportunity to think creatively and push our industry forward. We are at the forefront of emerging technologies, and we're constantly reimagining the future of the market.

Accountability

We take pride in delivering services and solutions that allow our customers to succeed beyond their expectations. We own our mistakes and collectively use them as an opportunity to learn and grow.

Sustainability

Sustainability is at the heart of our approach to our business, and it shows in everything from how we source materials to how we treat our employees. The future of our planet is in our hands.

Agility

Our 35+ years of experience in retail, apparel, and footwear is the springboard for our growth into new technologies, new applications, and new industries. We think big, move quickly, and adapt to whatever challenges come our way.