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## FEIG ELECTRONIC obtains new OBID® Distribution Partners in Poland and Russia

FEIG ELECTRONIC expands its OBID® Distribution Partner Network for distribution of RFID hardware components.

FEIG concluded OBID® Distribution Partner agreements with the Polish company SOFTECH and the Russian company Intelligent Systems of Business Control Ltd. (ISBC).



### Powerful partners for the growth market Eastern Europe

FEIG ELECTRONIC has business relations with both companies already since 2005. SOFTECH and ISBC got familiar with the variety and performance of OBID® products and supplied lots of system integrators in Poland and Russia with OBID® hardware components. Product families OBID i-scan® HF and OBID i-scan® UHF are in focus of distribution activities of both companies.

### OBID® Distribution Partner agreement as a sign of mutual reliance

Signing the partner agreements, FEIG ELECTRONIC and the new partners show their mutual reliance. SOFTECH and ISBC is guaranteed, to receive all Polish and Russian queries from FEIG for all relevant product ranges – furthermore both new partners will be supported regarding to common sales- and marketing activities.

FEIG ELECTRONIC found with SOFTECH and ISBC two powerful partners, distributing OBID® products with the necessary know-how for markets and technology only to system integrators, but not to end-users.

### Win-win-situation for all parties

„We are happy about the expansion of our OBID® Distribution Partner Network by two new partners and the increase of our presence at the growth market Eastern Europe“

declares Frithjof Walk, Sales Director OBID®.

„In this way a classical win-win-situation comes into existence for all parties and we hope that the new partners will benefit from their entry to our OBID® Partner Network in the same way as our current 14 partners before“, says Walk.

## **OBID® - RFID by FEIG ELECTRONIC**

### **About FEIG ELECTRONIC GmbH**

FEIG ELECTRONIC is a German, worldwide leading manufacturer of RFID reader systems.

**OBID®** readers are in use worldwide – they are developed, manufactured and distributed by FEIG ELECTRONIC worldwide.

**OBID®** readers are developed according to public RFID standards, in very closed collaboration with every leading manufacturer of transponder chips.

**OBID®** readers are available for all common frequencies as LF, HF and UHF.

[www.feig.de](http://www.feig.de)

Further links:

SOFTECH: [www.softechpl.pl](http://www.softechpl.pl)

ISBC: [www.isbc.ru](http://www.isbc.ru)