

# Elatec announces its new distributor Glocal Value s.r.l., Italy

[www.elatec-rfid.com/en/news/details/detail/News/elatec-announces-its-new-distributor-glocal-value-srl-italy/](http://www.elatec-rfid.com/en/news/details/detail/News/elatec-announces-its-new-distributor-glocal-value-srl-italy/)

October 29, 2014 Puchheim, Germany – Elatec GmbH announced today its partnership with Glocal Value s.r.l., a RFID systems distributor for secure printing applications.

Elatec develops RFID readers as modules, OEM boards, and housed solutions especially designed for secure printing applications. Elatec's product line features the TWN4, which is the next generation of the well-established and proven TWN3 family of readers. The TWN4 module is the flagship product of the Elatec reader/writer portfolio. It supports all of the common RFID standards for 125kHz, 134.2kHz and 13.56MHz technologies. Furthermore it is NFC compatible which allows mobile phone authentication.



Elatec is now introducing the “TWN4 Tech Tracer Kit” development kit. It allows integrators to immediately identify unknown transponders in the field and offers hardware and software for developing multi-standard solutions.

Elatec's TWN4 Tech Tracer Kit received 3rd place at IT innovation Award 2014.

“Adding Glocal Value as a distributor significantly enhances our ability to serve the Italian market,” stated Burhan Gündüz, Key Account Manager. “Glocal Value has a solid foundation in Italy: it provides professional services for information and communication technology, particularly in the field of printing solutions. The company offers custom services for manufacturers, distributors and dealers. Glocal Value has over ten years of expertise in supporting networks and systems and helping clients understand the unique mix of skills, resources, and solutions necessary to solve complex problems encountered when undertaking major projects. We are delighted to partner with them for localized distribution and support.”

Savio Avilia and Lorenzo Gozzi, Glocal Value founders, explained “We are proud and delighted to have the partnership with Elatec because it allows us to have a complete portfolio with its certified RFID products, available to our resellers to create value for them and for the end customers. Thus we can complete our offer in printing solutions market, as we are distributor for third parties such as PaperCut, PrintFleet, ScanShare and for our proprietary products such as MobiPrint (printing from mobile)”.

## About Elatec

Elatec specializes in developing RFID reader systems and components. The company also acts as a distributor with a highly specialized focus on semiconductors, industrial computer systems as well as display technologies and solutions. Elatec has nine branches in Europe, a branch in the US, as well as a close-knit global distribution network. It supplies all market segments of the electronics industry with a broad range of products from leading manufacturers. Overall, Elatec comprises four business units: RFID Systems, Electronic Components, Card Solutions, and Security Solutions.

Additional information about Elatec can be found at:

Homepage: [www.elatec-rfid.com](http://www.elatec-rfid.com)

## About Glocal Value

Glocal Value is an independent company, nationally recognized for its expertise in analysis, supply, integration and post-sales support for print management solutions. It is a competency center for manufacturers, channel operators and end customers, which allows it to bring the best solutions, and to optimize their processes.

Additional information about Glocal Value can be found at:

[www.glocalvalue.it](http://www.glocalvalue.it)

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