



PROVENCE PROMOTION



Interview with Didier Serradell, STid GM

“RFID are now very specific solutions!”

The future lies in RFID! Didier Serradell, the new General Manager of STid is convinced of this, sufficiently to become the new partner of this highly innovative SME created in 1996 and located in Gréasque with the assistance of Provence Promotion. RFID will become an inevitable technology for many professional, personal and industrial applications, and according to STid is a synonym for solutions created or currently being created. As proof, look at the large number of projects being carried out including the “RFID trace Agro” project labelled by the SCS Cluster.

> According to you, the future is in RFIDs?

Didier Serradell: Absolutely no doubt! Since it was created, STid has been an industrialist, supplier of solutions based on the RFID technology. Its original activity was the control of building access through identification of persons. This market is now enjoying sustained growth in Europe of between 10% and 20% per year. However, for STid this is simply one step in its development. Its ambition nowadays is to develop usage solutions in the object identification and traceability fields.



Didier Serradell

> What are STid's advantages in this subject?

Didier Serradell: STid has more than ten years experience in this field. Above all, its strength is based on the fact that it is an industrialist that:

- makes tags and readers, and couples them for optimum efficiency;
- integrates business constraints of its customers (cooling chain in food processing, miniaturisation, humidity, etc.);
- builds software layers to simplify integration and final installation at the user.

STid has all businesses from conceptual design in its design department to production, including detailed design. Thus, it can develop extremely reliable solutions in very many fields including building access control, monitoring of vehicle fleets, monitoring of production lines, management of logistic flows, anti counterfeit actions, etc.

> Is this enough to take its place on the market?

Didier Serradell: Our company provides not only technological reliability, but particularly extremely specific solutions for companies (which is its real advantage). With objectives clearly identified for its customers: better productivity, economies of scale and a significant improvement to the company's processes.

STid company's projects in progress

- RFID TRACE AGRO: This project labelled by the SCS Cluster came to a financing agreement with the PACA region (25% out of the total cost of 900 000 Euros are provided by OSEO in the form of a reimbursable loan, and 25% by a subsidy from the Provence-Alpes-Côte d'Azur region).
- Teletag: vehicle fleet management and monitoring project
- Nice airport



PROVENCE PROMOTION



Didier Serradell, DG de STid... en interview

> Is this the case for the RFID Trace Agro project?

Didier Serradell: Yes, it specifically shows this capacity. It is dedicated to SMEs in the food processing system, and is intended to improve their logistic flows. In the near future, RFID labels will replace barcodes with much better performance features. These labels will have a decisive advantage for product and packaging traceability. Beyond an improvement in health rules, it also provides significant progress in terms of cost effectiveness and logistic flows. Therefore our RFID Trace AGRO project provides a solution to future problems in a still traditional sector requiring a great deal of labour. Our aim is to find an economically cost effective and technologically reliable solution.

> Why does this labelled project carried by STid form part of the SCS and Fruit and Vegetables Clusters

Didier Serradell: It was produced jointly by the SCS Cluster for technological innovation and the PEIFL Fruit & Vegetables Cluster for applications.

We have brought together three types of players participating in these competitiveness clusters to make it operational:

- Industrialists: STID working with SAGE and STMicro
- Academics: University Paul Cézanne, University of Avignon
- Users: Confiserie du Roy René (Roy René Confectionery), Provence Comtat

> What do these Clusters provide you with?

Didier Serradell: They help to identify all factors necessary to make this project a success; technological factors with the SCS Cluster, and economic factors with the PEIFL Cluster.

These technological and know how cooperations accelerate development of the project, without considering others that are also being set up commercially. For a SME, it is a genuine opportunity to change from innovation to marketing, to guarantee an effective and fast return on investment.

> More particularly, how has Provence Promotion helped your development in Provence?

Didier Serradell: The STid company started up in the Paris region, and very quickly searched for a skills and know how cluster to develop its design department and activities. The PACA region was a genuine opportunity due to the concentration of players in microelectronics. In this view, Provence Promotion has played a determining role in choosing the location of the company and acted as an interface in all its actions;

For further information:

The STid site

<http://stid.com/>