

What is RFID Blocking ?



What is RFID?

Radio-Frequency Identification (**RFID**) is the use of radio waves to read and capture information stored on a tag attached to an object. The RFID tag provides a unique identifier for the object and, like a bar code or magnetic strip, must be scanned to get the information.

What's The Big Deal?

RFID tags are showing up in some credit cards and newer U.S. passports. These “contactless cards” are designed to be more convenient than traditional credit cards because they don’t have to be swiped. A payment industry newsletter, The Nilson Report, says 35 million contactless chip cards are in circulation in the U.S.

There is potential downside to the convenience. Anyone with a handheld RFID reader can “skim” sensitive information from people’s credit cards at a distance of several feet. They can even get your name and country of origin from your passport.

There’s no need to panic yet. For all the hype about the theoretical danger, there have been few, if any, reports of actual crimes involving RFID skimming.

What is RFID Blocking Technology?

RFID-blocking wallets and pockets are designed to help protect you from this new brand of electronic pickpocketing. These items are typically made from a material that interferes with radio waves, making a card's RFID chip difficult to read.

What Can RFID Blocking Do For Brands? Some examples include:

Event giveaways for the financial services industry.

Gifts for corporate teams with heavy travel schedules.

Giveaways and gifts for any company looking to create a brand image of safety and security.

Interested? Contact your Bradley Marketing Group consultant Today!

Check out these new product that have RFID-blocking technology:



**SILICONE RFID CARD HOLDER WITH LANYARD
SM-2565**

**RFID CARD WALLET
1026-05**



RFID CARD BLOCKERPOUCH SM-2570



RFID TRAVEL WALLET 0011-57