Circular economy

by Alexey Tirtichny

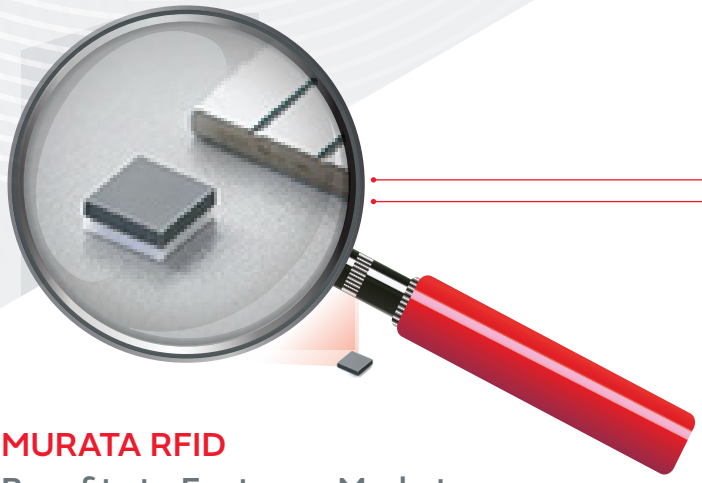
Footwear Market

muRata
INNOVATOR IN ELECTRONICS

MORE INFO

Murata's RFID systems realize reliable communication ensuring easy installation.

Murata's RFID platform contributes to the realization of loT, through the provision of hardware, software, and communication interfaces.



MURATA RFID

Benefits to Footwear Market

- Counterfeit Prevention & Grey Market Control
- Engineered for durability & reliability (extreme sportive conditions)
- Molded into resin
- Adaptation of Digital Product Passport (DPP)
- Does not compromise the footwear's design
- Enhance customer's digital experience (using mobile app)

Murata Manufacturing

Date of Establishment	October 1944
Net Sales	9,709M EUR
Number of Employees	73,165 (March 31, 2024)

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