



## News Release

### FOR IMMEDIATE RELEASE

For more information, contact:  
Mary Lou Bosco  
+1 724 934 5688  
marylou@aim-na.org

### **AIM North America's UID Supplier Alliance Made Their Voices Heard**

*Association Reaches Out to Federal Legislators*

**Warrendale, PA** – March 12, 2008 –Adoption of UID and awareness of the value added by the requirements are steadily gaining momentum thanks to the efforts of the AIM North America (NA) UID Supplier Alliance (USA) Committee. This group intends to bolster that momentum in Washington, DC where they recently gathered for grassroots training, briefings on UID issues, and to meet with Congressional and Senate offices.

After political training by Greg Redick, legislative agent for the USA committee, members fanned out to cover Capitol Hill. They met with seven legislative offices representing six states. "The Legislative Fly-In demonstrated how important it is for individual AIM NA members to get personally involved in the legislative process," said Mary Lou Bosco, AIM NA manager. "Our members showed both an understanding of and commitment to a strong and persistent legislative effort through their direct support for an increase in the UID adoption process."



*David Rau, Seagull Scientific and Pete Ginkel, ID Integration preparing to enter the Rayburn House Office Building to meet with staff from Representative Norm Dick's (WA) office.*

The USA Committee includes many of the leading providers of UID and other automatic identification and data capture (AIDC) solutions. Collectively these members have implemented hundreds of successful UID marking and data management systems, and have demonstrated how the systems benefit maintenance, inventory, production and traceability operations for the military and contractors alike.

If your company would like to get involved in ongoing advocacy work on behalf of UID adoption, please contact the AIM North America office at + 724 934 5688 or by email [info@aim-na.org](mailto:info@aim-na.org).

**About AIM North America**

AIM North America is the industry trade association that represents the Automatic Identification and Mobility sales channel in the US, Canada and Mexico. AIM North America provides marketing and educational resources to assist resellers and systems integrators in growing their Automatic Identification and Mobility sales. AIM North America is a chapter of AIM Global, the worldwide authority on automatic identification and mobility for more than 30 years.

The UID Supplier Alliance (USA) is a committee within AIM NA dedicated to raising the awareness and adoption of the UID Policy within the DoD agencies and DoD contractors.

For more information, contact the AIM North America office at 125 Warrendale-Bayne Road, Suite 100, Warrendale, PA 15086, telephone +1 724 934 5688, fax +1 724 934 4495, or visit [www.aim-na.org](http://www.aim-na.org) or [www.aim-na.org/UID.php](http://www.aim-na.org/UID.php).