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FOR IMMEDIATE RELEASE

RFID Revolution Announces Partnership with Martec International

Provider of top online course about RFID technology selects leading provider of online education for retailers and vendors as its exclusive distributor.

APRIL 27, 2017 – Washington, DC and Somerset, UK – [RFID Revolution](#) announced today its selection of Martec International as the sole distributor of its [RFID Essentials](#) premier online course in radio frequency identification technology.

“Martec International’s [Retail Development Academy](#) offers the world’s most comprehensive portfolio of online courses for retailers and manufacturers of consumer goods,” said Leslie Downey, Principal and Founder of RFID Revolution. “Our *RFID Essentials* e-learning course is aimed at helping manufacturers and retailers think creatively about how they can take advantage of RFID technology to streamline operations and increase customer satisfaction.” The Retail Development Academy’s courses enable customers to learn at their own pace, conveniently from the office or home.

“[RFID Essentials](#) is a highly interactive, visual course that brings real-world applications right to the desktop,” said Brian Hume, Martec’s Managing Director. It’s ideal for information technology, finance, operations, and engineering professionals who want to put RFID to use. Our decision to add *RFID Essentials* to the Retail Development Academy demonstrates Martec’s commitment to offer our customers high-quality, online education about a technology that’s transforming merchandising, manufacturing, and supply chains.”

RFID Essentials takes about eight hours to complete, on the learner’s schedule. Affordably priced at \$199/£128/€175, it is the best RFID training investment in the market. Enroll here:

<http://www.retaildevelopmentacademy.com/course/42/rfid-essentials>

About Martec International: Martec International is a leading consulting and training firm specializing in the retail industry. Its client base includes retailers from around the globe, technology suppliers to retail, and manufacturers of consumer packaged goods and consumer durables. Martec’s **Retail Development Academy** offers a comprehensive portfolio of online courses on subjects including understanding retail, supply chain management, merchandising and store operations, retail information technology, omni-channel retailing, and consumer packaged goods. <http://www.martec-international.com/>

About RFID Revolution: Based in Washington, D.C., RFID Revolution, LLC provides online education about radio frequency identification technology (RFID) to organizations wanting to deploy RFID. Its interactive *RFID Essentials* course provides professionals with working knowledge quickly and economically, so they can advance their organization’s RFID initiative and speed return on investment. For more information, visit www.rfidrevolution.com.

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