

## CASE STUDIES

BY CLAIRE SWEDBERG

**Customers can text their payments for drinks at The Drug Store in Tribeca, N.Y., while Iris Nova's RFID system from Avery Dennison tracks inventory levels so no products go out of stock.**

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**Apr 05, 2020** For decades, the non-alcoholic beverage industry has been dominated by sugary drinks sold at high volumes through distribution centers and stores. Next-generation packaged goods company Iris Nova has a new, different model for bottled drinks, as well as for purchasing via a text message. As the company's unmanned, honor-system beverage sales grow more popular, the company has launched an RFID-based solution to track inventory levels in coolers remote...

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