

Zebra Technologies chooses Grapevine

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Global communications group Lewis PR (UK), partner agency to Grapevine Communications for selected EMEA campaigns, has appointed the local public relations and communications specialists to represent them in South Africa for their international client, Zebra Technologies.

"Grapevine has a significant track record with global technology brands and supporting our international campaigns, which makes them the ideal partner for South Africa," comments Sally O'Neill, VP International, at Lewis PR.

Zebra offers an extensive range of asset-tracking technologies incorporating mobile computing, data capture, barcode, wireless LAN, RFID, location systems and Zatar™, the cloud-based Internet of Things (IoT) platform. These technologies and devices enable Zebra and its global network of partners to help companies know in real time the location, motion and state of assets, people and transactions throughout their operations. Organisations can then use this data to make critical business decisions, improve customer interactions and generate new forms of business value.

In 2014, Zebra acquired Motorola Solutions' Enterprise business. The acquisition expands Zebra's portfolio of technologies and devices to create a global leader in Enterprise Asset Intelligence.

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