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December 18th | 2:30 PM EST

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Executive Interview | Steve Doerfler, President, Metalcraft

AIM Insider spoke with Steve Doerfler, President, Metalcraft. As Metalcraft celebrates their 70th Anniversary, hear how the industry has evolved and how Metalcraft has successfully grown, changed, and adapted to change.

Industry News

AIM Announces 2020 Case Study Winners
Presented annually, the Case Study Competition recognizes those who have developed and delivered compelling solutions that contribute to the overall growth and advancement of automatic identification and data capture (AIDC). Awards are granted to companies who fall under the following categories: AIDC, IoT, Blockchain, and RFID.
Engage Again a Success
The two-day event featured keynote speakers, educational tracks, an interactive exhibit hall, and more than 250 participants. We thank the sponsors, exhibitors, and presenters for sharing their expertise.

AIM Takes a Holiday
In observance of the holiday season, the AIM office will be closed December 24, 2020 - January 3, 2021. Staff will return on Monday, January 4, 2021.

Virtual Event Recordings [click on the button ad to learn more]
AIM is the trusted worldwide industry association for the automatic identification industry. For nearly half a century, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies.

AIM membership provides access to an insider’s perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. AIM member benefits include education, advocacy and community, as well as a role in creating industry standards through collaboration.

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