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UPS's RFID Sensing Technology Transforms Logistics Industry, Giving Customers Unprecedented Package Visibility and Reliability

Groundbreaking RFID rollout marks an industry first as UPS invests in its Network of the Future

ATLANTA--(BUSINESS WIRE)-- UPS (NYSE: UPS) is rolling out radio frequency identification (RFID) package sensing across its U.S. small package network, bringing unprecedented visibility and reliability to customers of all sizes. Today, RFID sensing technology is in all UPS package delivery vehicles in the U.S., in the company's delivery facilities across the country and on every package shipped through over 5,500 The UPS Store® locations, including customer return shipments.

UPS is the first major logistics provider to broadly roll out RFID technology across its integrated network.

Today's announcement marks a commitment from UPS to continue to invest in RFID, building on the **more than \$100 million** it has invested to date to develop and implement the technology.

"We're lighting up customers' supply chains in real time with RFID, enabling precise tracking, faster insights, a smarter network and smarter packages," said Matt Guffey, Executive Vice President and Chief Commercial and Strategy Officer. "This is the most significant visibility advancement in the past decade at UPS and in our industry."

Scanning technology has been the logistics industry standard since the early 1990s with UPS leading the way by putting scanning capability directly into the hands of drivers. Now, the company is **moving from scanning to sensing** – a natural evolution of UPS's commitment to customer innovation through technology, improving service continuity and creating an unmatched, premium experience for UPS customers.

Guffey added, “With RFID embedded into labels, on our vehicles and in our loading bays, customers benefit from clear visibility during the entire shipping process – from pick up to delivery, with no manual scanning required. The result is commerce that is smarter and predictable.”

Managing complexity for customers

RFID sensing delivers meaningful benefits for UPS customers without requiring them to become technology experts or invest in new systems. UPS manages the complexity behind the scenes, making advanced visibility simple and accessible:

- RFID pickup sensing confirms packages have been picked up and are in UPS’s possession. No other carrier can offer this assurance across its U.S. network.
- Packages are automatically sensed as they move through the network and customers gain greater transparency into where their shipments are and how they are progressing.
- With more and better data, UPS responds faster when conditions change – such as weather and other unexpected events.

RFID is in use every day at UPS, supporting millions of packages and providing customers with unparalleled insight into their shipments.

Visual assets can be found [here](#).

About UPS

UPS (NYSE: UPS) is one of the world’s largest companies, with 2025 revenue of \$88.7 billion, and provides a broad range of integrated logistics solutions for customers in more than 200 countries and territories. Focused on its purpose statement, “Moving our world forward by delivering what matters,” the company’s approximately 460,000 employees embrace a strategy that is simply stated and powerfully executed: Customer First. People Led. Innovation Driven. UPS is committed to reducing its impact on the environment and supporting the communities we serve around the world. More information can be found at www.ups.com, about.ups.com and investors.ups.com.

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