

# The Salt Lake Tribune

## Wisconsin retail tech company offers to microchip its staff

River Falls, Wis. • A Wisconsin company is offering to microchip its employees, enabling them to open doors, log onto their computers and purchase break room snacks with a simple swipe of the hand.

Three Square Market, also known as 32M, says it expects about 50 employees to take advantage of the technology. The chips are the size of a grain of rice and will be implanted underneath the skin between the thumb and forefinger.

32M provides technology for the self-serve break room market. CEO Todd Westby says in a statement that he expects the chip technology to eventually be used in air travel, public transit and retail.

The River Falls-based company is partnering with BioHax International, of Sweden, which according to Three Square Market already has chipped many of its employees.