Avery Dennison
Smartrac
Quick Guide

January 2023

RFID labels
for Beauty and
Personal Care

AVERY
DENNISON

Why RFID?

Seamless shopping
- Increases inventory accuracy, exposing all merchandise for purchase through any retail channel
- Expands intelligence of in-store shrink and opportunities for preventive action
- Provides trigger sor secure customer interaction with merchandise

Supply chain visibility
- Agility amd sustainability - aligns demand with manufacturing to produce an optimized assortment of products and in the right quantities
- Security - item level digital identity identifies and authenticates merchandise anywhere in the supply chain

Why Avery Dennison?

Broadest product range for any RFID challenge
- Global manufacturing footprint with one of the largest product ranges.
- Customized inlay and label products.
- Sustainable paper-based SmartFace®.

Most reliable and durable products ensuring consistent quality and performance
- Proprietary chip strap attach for most durable RFID tags (chip protection through life cycle).
- 100% quality control ensures 99%+ functioning tags on roll to achieve maximum ROI.
- Minimal number of malfunctioning tags even after conversion.
- Less machine down time and wastage (label converting
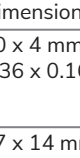- and application).
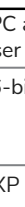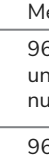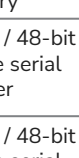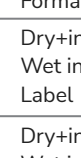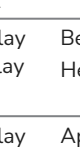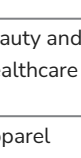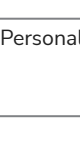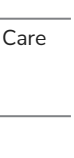
Valued services that help grow your business
- Low MOQs (from 1 roll).
- Free sampling service.
- Shipping of stock items within 24 hours.
- Fast response from local RFID technology and sales team.
- Quick product qualification and POC support.

Global network to expand your knowledge and capability
- New business opportunities from dedicated Business Development Managers and SMEs.
- RFID training academies and workshops at our I.Lab centers.
- Connect with local and/or global commercial partners.

Our RFID product recommendations

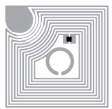| Product Name	Design (not to scale)	Antenna Dimensions	Chip	EPC and User Memory	TID Memory	Delivery Format	Applications
AD-164		60 x 4 mm 2.36 x 0.16 in	NXP UCODE 9	96-bit EPC	96-bit / 48-bit unique serial number	Dry+inlay Wet inlay Label	Beauty and Personal Care Healthcare
AD-173		27 x 14 mm 1.06 x 0.55 in	NXP UCODE 8	NXP UCODE 8	96-bit / 48-bit unique serial number	Dry+inlay Wet inlay Label	Apparel Beauty and Personal Care Healthcare
AD-183		Ø 26 mm Ø 1.02 in	NXP UCODE 9	96-bit EPC	96-bit / 48-bit unique serial number	Dry+inlay Wet inlay Label	Apparel Beauty and Personal Care
AD-190		22 x 12.5 mm 0.86 x 0.49 in	NXP UCODE 8	128-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Beauty and Personal Care Fashion Jewelry and Sunglasses Healthcare
AD-192		22 x 12.5 mm 0.9 x 0.5 in	Impinj M730 Impinj M750	128-bit and n/a	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Apparel Beauty and Personal Care Healthcare
AD-324		41 x 16 mm 1.63 x 0.63 in	NXP UCODE 8	128-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Beauty and Personal Care Home Essentials Healthcare
AD-456		64 x 6 mm 2.52 x 0.24 in	NXP UCODE 8	128-bit EPC	96-bit / 48-bit unique serial number	Label	On-Metal Asset Tracking Brand Protection Food Item-Level Retail
AD-834		Ø 13 mm Ø .512 in	NXP UCODE 9	128-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Beauty and Personal Care Small Apparel
AD Bling		22 x 12 mm 0.9 x 0.5 in	Impinj M730 Impinj M750	128-bit and n/a	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Beauty and Personal Care Apparel Fashion Jewelry and Sunglasses Healthcare
AD Circus™		Ø 18 mm 0.71 in	NXP ICODE SLIX	896-bit	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC
AD Circus™		Ø 18 mm 0.71 in	NXP ICODE SLIX 2	2500-bit	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC
AD Circus™ NFC		Ø 20 mm 0.79 in	NXP NTAG213	144 bytes	N/A	Dry inlay Wet inlay	Beauty and Personal Care Apparel Electronics and Gaming
AD Circus™ NFC		Ø 20 mm 0.79 in	NXP NTAG216	888 bytes	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC Electronics and Gaming
AD Circus™ NFC		Ø 20 mm 0.79 in	ST25TN512	64 bytes user memory	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC Electronics and Gaming
AD Circus™ NFC		Ø 20 mm 0.79 in	ST25TN01K	160 bytes user memory	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC Electronics and Gaming
AD Circus Mini		Ø 16 mm 0.63 in	NTAG213	144 bytes	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC Electronics and Gaming

Our RFID product recommendations

Product Name	Design (not to scale)	Antenna Dimensions	Chip	EPC and User Memory	TID Memory	Delivery Format	Applications
AD Midas Flagtag®		34.4 x 18 mm / 1.36 x 0.71 in	Impinj M730 Impinj M750	96-bit and 32-bit	96-bit / 48-bit unique serial number	Wet inlay Dry inlay	Beauty and Personal Care Logistics
AD Minidose		12 x 22 mm 0.47 x 0.87 in	NXP UCODE 9	96-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Dry+ inlay Wet+ inlay	Beauty and Personal Care Fashion Jewelry and Sunglasses
AD Miniblock		14.5 x 14.5 mm 0.57 x 0.57 in	NXP ICODE SLIX	896-bit	N/A	Wet inlay	Beauty and Personal Care Industrial Applications
AD Miniblock		14.5 x 14.5 mm 0.57 x 0.57 in	NXP ICODE SLIX 2	2500-bit	N/A	Wet inlay	Beauty and Personal Care Industrial Applications
AD Trap		8 x 22 mm 0.32 x 0.87 in	Impinj M730 Impinj M750	128-bit and 0	96-bit / 48-bit unique serial number	Wet inlay Wet inlay+ Label	Beauty and Personal Care Healthcare

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