



RFID

# AD-238u8

## Application Notes

**AVERY DENNISON**  
**ELEVATE BRANDS**  
**ACCELERATE PERFORMANCE**

RFID Product Management  
Avery Dennison | Miamisburg, OH USA  
Issue date: July, 2017



RFID

**Avery Dennison® AD-238  
Gen2 UHF RFID Inlay**



Avery Dennison is pleased to introduce **AD-238u8**, a high performing, **Gen2 UHF RFID** inlay suitable for a wide variety of **RFID** tagging applications.

**RECOMMENDED APPLICATIONS**



**Apparel**

AD-238 is the highest performing 70 x 14.5mm apparel inlay in Avery Dennison RFID's portfolio of UHF RFID inlays. The popular design, equipped with NXP's UCODE 8 IC, has been optimized for traditional apparel use cases in a retail store environment. Proven to exceed 12 meters read distance in an Avery Dennison laboratory environment, the new inlay meets retail category performance requirements for all listed specs (A, B, C, D, F, G, I, K, M, N, and Q) under Auburn University's ARC testing program. Offering both automation and brand protection benefits, AD-238 is just one of many inlay solutions available from Avery Dennison RFID.



**Supply Chain, Inventory & Logistics**

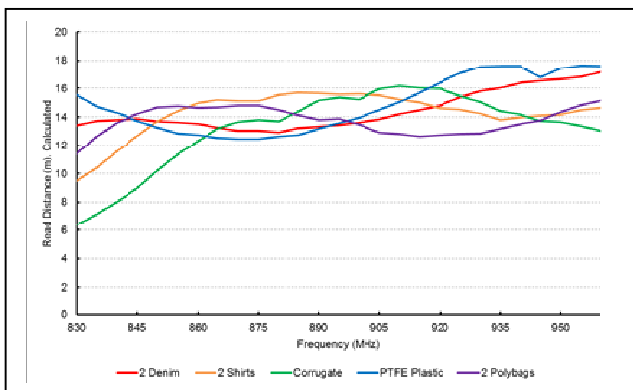
Tracking inventory throughout the global supply chain is a struggle many companies are experiencing today, and more frequently is influencing their decision to adopt RFID-based solutions for improved efficiencies and end-to-end visibility of valuable assets. These results can be achieved with Avery Dennison's AD-238 inlay. AD-238 features NXP's UCODE 8 IC, and provides significant performance and quality for improved supply chain management. Contact your Avery Dennison representative today to learn more about AD-238 and all of the benefits it has to offer.



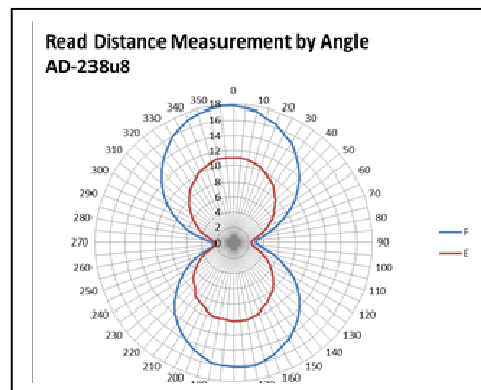
**Home Essentials**

RFID is not just for retail apparel anymore. Retailers worldwide are adopting RFID for *non-apparel* categories, such as Home Decor, Bed & Bath, and Kitchenware. The 70 x 14.5mm antenna is compatible with industry-standard sized labels, price tickets and hangtags, for flexibility across use cases which require an assortment of form factors for tagging pillows, towels, bath mats and small appliances. AD-238 is equipped with NXP's UHF RFID integrated circuit, UCODE 8, recognized as the one of the most power efficient global RAIN RFID Chip for omnichannel retail data. For faster, simpler and more cost-effective solutions, consider AD-238 for your next application.

**AD-238 delivers exceptional performance across a wide range of dielectrics**



Tag Power Sensitivity



Tag Orientation Sensitivity

© 2017 Avery Dennison Corp. All rights reserved. 170 Monarch Lane, Miamisburg, OH 45342, USA  
Third party trademarks and/or trade names used herein are the property of their respective owner(s).  
Some of the trademarks appear for identification purposes only.

Terms and conditions relating to Avery Dennison testing results can be found at <http://rfid.averydennison.com/en/home/testing-services.html>



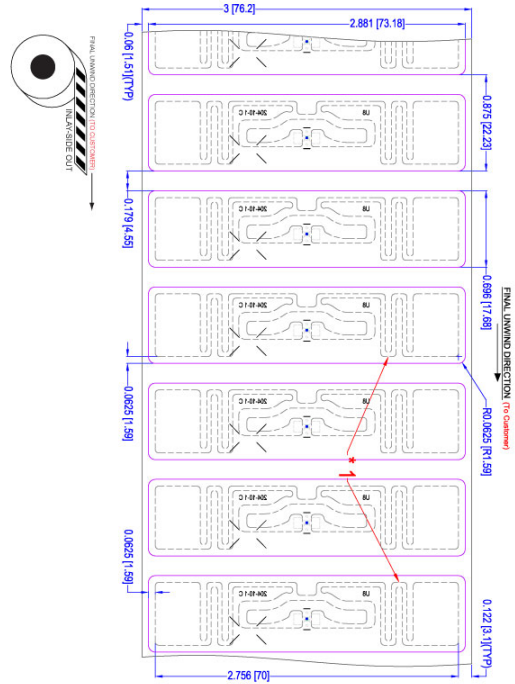
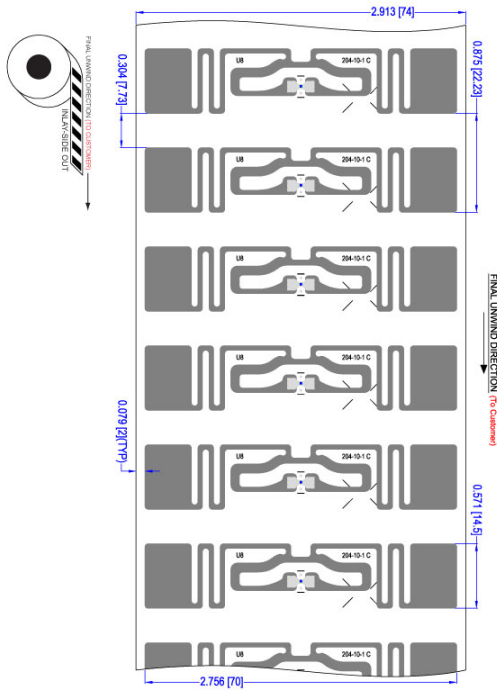
RFID

**Avery Dennison® AD-238  
Gen2 UHF RFID Inlay**



AD-238u8 – RF600958 Dry Inlay – Web 2.913" [OPAQUE PET]

AD-238u8 – RF600959 Wet Inlay – Web 3.0" [OPAQUE PET]



© 2017 Avery Dennison Corp. All rights reserved. 170 Monarch Lane, Miamisburg, OH 45342, USA  
Third party trademarks and/or trade names used herein are the property of their respective owner(s).  
Some of the trademarks appear for identification purposes only.

Terms and conditions relating to Avery Dennison testing results can be found at <http://rfid.averydennison.com/en/home/testing-services.html>

