

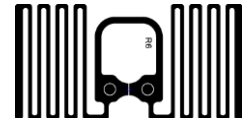
AD-301r6

AD-301r6-P

Application

Notes

AVERY DENNISON
ELEVATE BRANDS
ACCELERATE PERFORMANCE



Avery Dennison is pleased to introduce **AD-301**, a petite, yet powerful, **Gen2 UHF RFID** inlay recommended for item level tagging of smaller sized products. The 30 x 15mm antenna is a global design and will operate satisfactorily in both FCC and ETSI frequency bands; however, maximum performance will be achieved at 902-928 MHz (FCC). The new design is available in two chip formats: **Monza R6** and **Monza R6-P**.

RECOMMENDED APPLICATIONS



Children Accessories

Due to its smaller form factor and rectangular shape, AD-301 is the perfect inlay for tagging a variety of accessories designed to accommodate younger children. The antenna is precisely 30 x 15mm (1.18 x 0.59 in), which converts nicely into a 33 x 18 mm (1.3 x 0.709 in) label or slightly larger hang tag. AD-301 is the smallest Avery Dennison tag which meets the requirements of Auburn University's, *Spec Q*, designed specifically for children, and in some cases, toddler accessories. Users should confirm independently such requirements.



Fashion Jewelry and Sunglasses

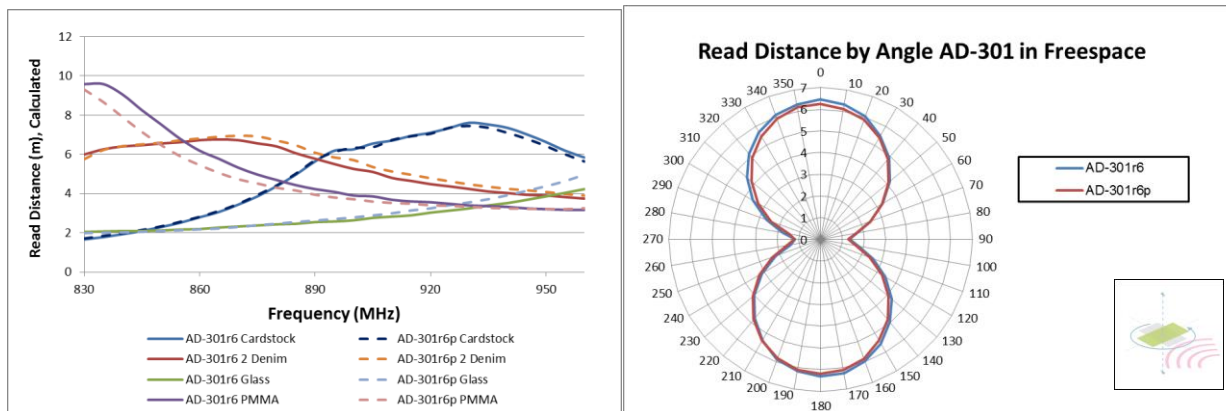
AD-301 is highly recommended for tagging larger accessories and smaller apparel merchandise, including sunglasses. Fashion jewelry, a popular item-level retail product, is often showcased in rotating display cases. Like most smaller-sized items, tracking and managing inventory on the store floor can be a cumbersome task. AD-301 enables quick and efficient inventory management of earrings, necklaces, pendants and other item-level accessories from source to store.



Pharmaceutical and Healthcare

The healthcare industry is always looking for a better way to monitor its pharmaceuticals throughout the supply chain to ensure patient safety and wellbeing. Counterfeit drugs, expired inventory and product recalls are some of the toughest challenges facing pharmaceutical companies today. AD-301 can help you with some of your frustrations. The 30 x 15mm antenna will fit inside a 33 x 18mm label, and is best suited for tracking pharmaceuticals and medical supplies packaged in small to medium sized boxes.

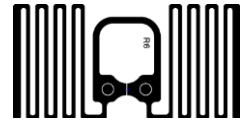
AD-301 delivers exceptional performance across a wide range of dielectrics



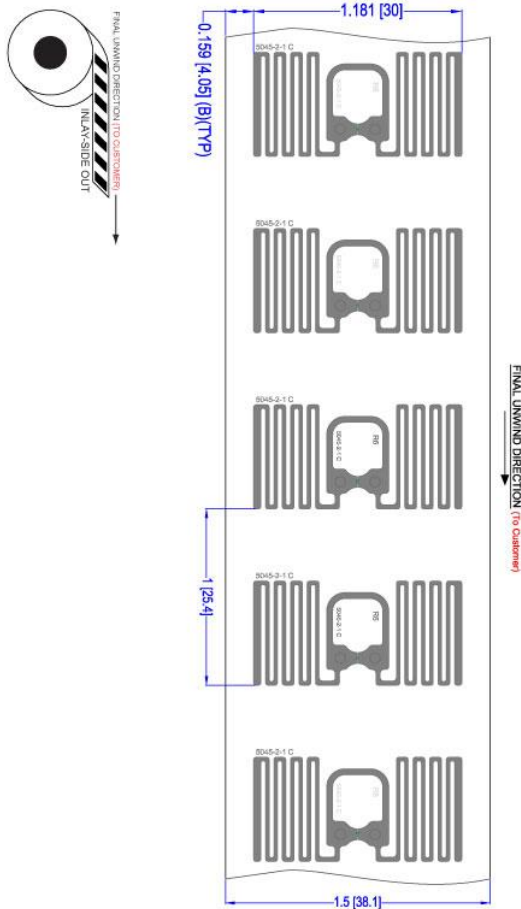
Tag Power Sensitivity

Tag Orientation Sensitivity

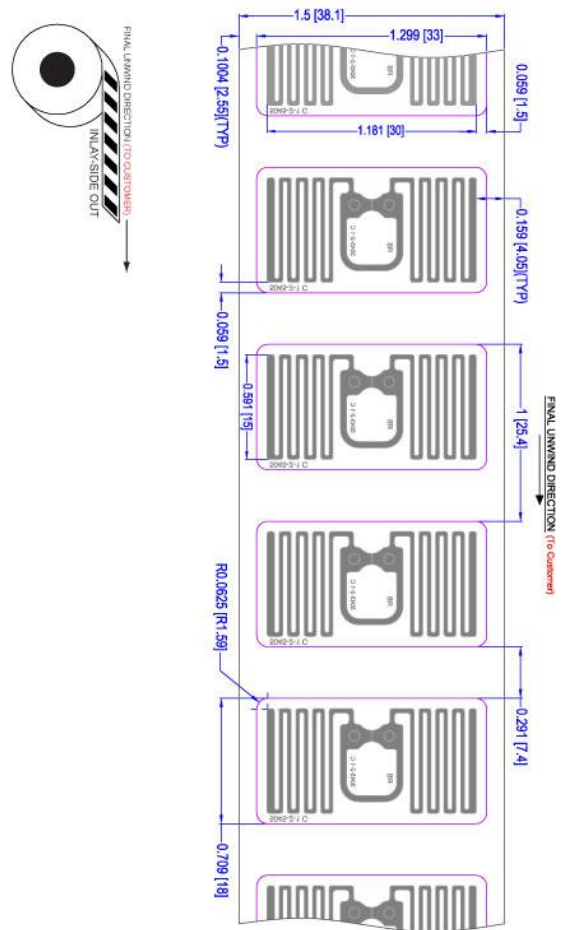
Terms and conditions relating to Avery Dennison testing results can be found at <http://rfid.averydennison.com/en/home/testing-services.html>

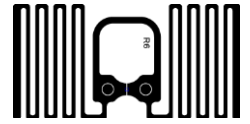
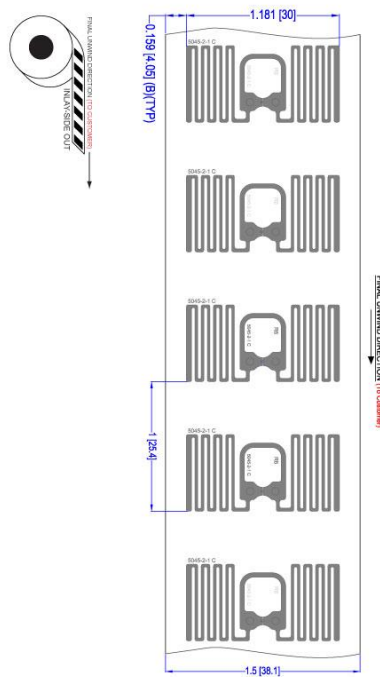
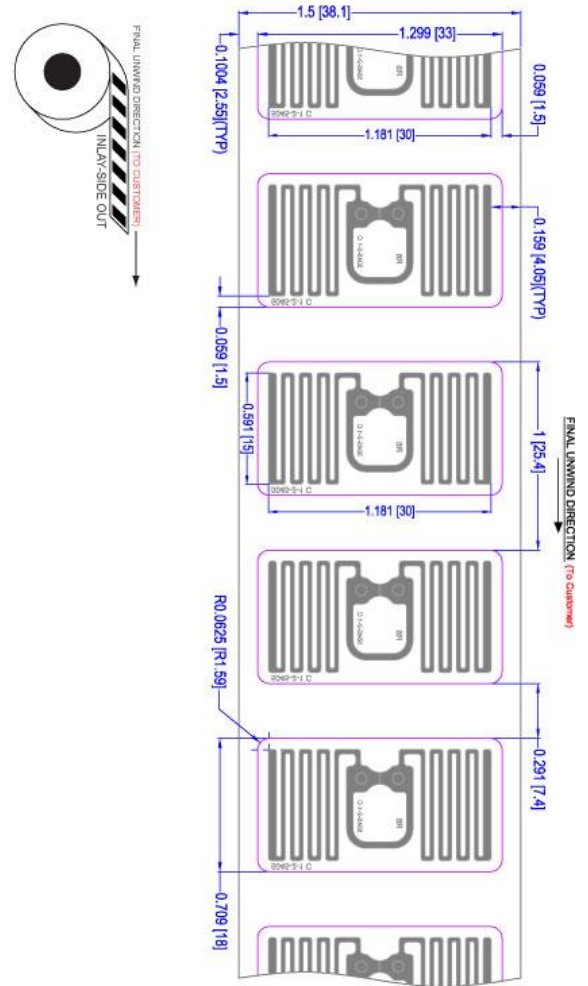


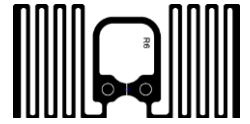
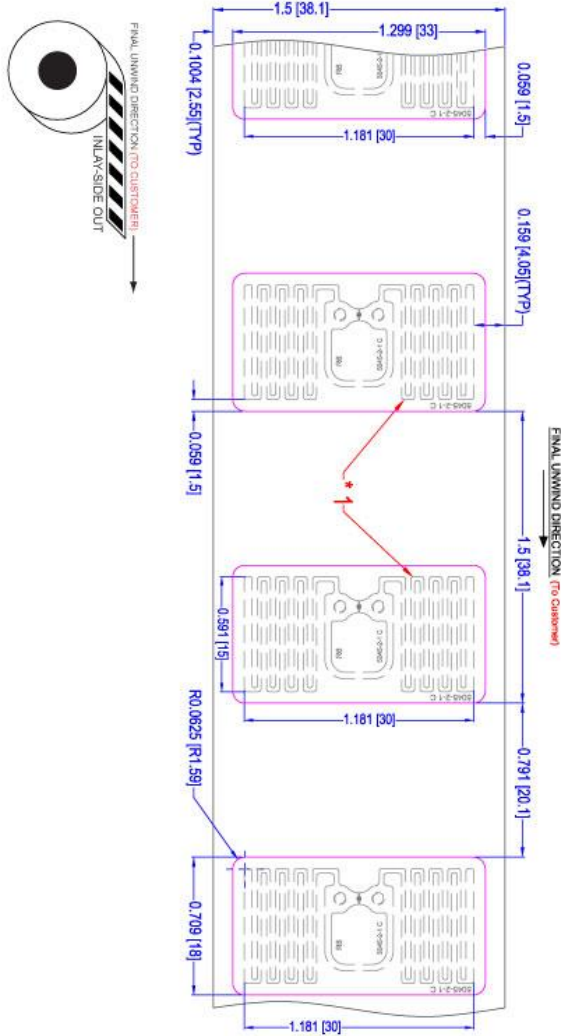
AD-301r6 – RF600925 Dry Inlay



AD-301r6 – RF600900 Wet Inlay




AD-301r6-P – RF600927 Dry Inlay

AD-301r6-P – RF600901 Wet Inlay



AD-301r6– RF100388 Label[PAPER FACE LABEL]

AD-301r6-P– RF100410 Label[PAPER FACE LABEL]
