

AD Circus™ NTAG213 Dura 2.0

Overview

Frequency Band
NFC 13.56 MHz

Chip
NXP NTAG213

Chip Attachment Technology
Direct chip attach (DCA)

Antenna Dimensions
Ø 20 mm / 0.787 in

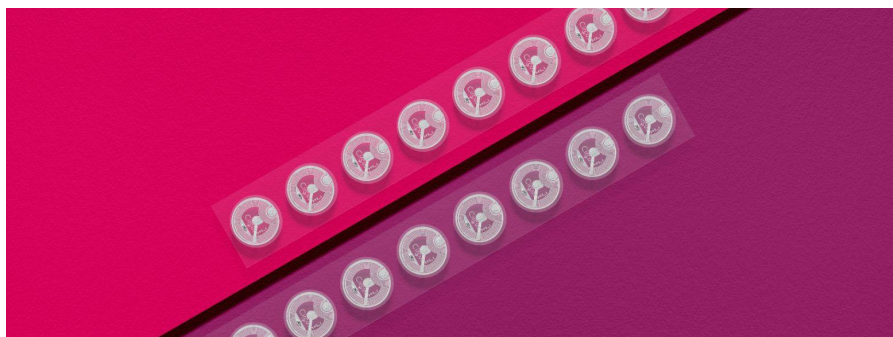
International Standard
ISO 14443A

Main Segments
Retail
Apparel
Beauty
Healthcare

Applications
Customer engagement and experience
Brand loyalty and protection
Product authentication

RoHS
EU Directive 2011/65/EC and
Directive (EU) 2015/863

REACH
Regulation (EC) No. 1907/2006



Robust structure for enhanced user experiences

Our AD Circus™ NTAG213 Dura 2.0 tags have been specifically designed with an enhanced environmental resistance for demanding retail, apparel, healthcare and beauty applications. The innovative Circus™ Dura 2.0 product paves the way to whole new consumer experience solutions featuring higher consumer engagement and loyalty opportunities for brands and retailers.

AD Circus™ NTAG213 Dura 2.0 is a small, robust and cost-effective tag. By using its special reinforced structure compared to standard inlays it can withstand higher environmental stress. The encasement provides an IP68 rating and is ATEX compatible. It has been tested to meet EN60068-2-27 (mechanical shock) and EN60068-2-6 (vibration) standards. Additionally, it has been subjected to wash cycle testing, demonstrating resistance up to 60 cycles of 60°C home washing and tumble dry, as per ISO6330 and 5A ISO 6330 : 1984 standards. Moreover, it has been tested for heat transfer, enduring 160°C from both sides for 20 seconds.

When embedded into garments, AD Circus™ NTAG213 Dura 2.0 can survive multiple domestic washing and drying cycles, making it ideal for wash-and-wear applications within the clothing and footwear industries, among others. The tag comes with the NXP NTAG213 IC on board, offering superior performance and compatibility with smartphones, plus best-in-class performance for item-level product authentication, brand loyalty and protection and customer engagement and experience applications. AD Circus™ NTAG213 Dura 2.0 tags are ideal wherever small size, durability and top performance are essential.

Our inlays and tags are compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management. This ensures a reliable and state-of-the-art product that meets a variety of application needs, where high performance is a critical parameter.

Technical features

Chip	NXP NTAG213
Chip attachment technology	Direct chip attach (DCA)
User Memory	144 bytes
Product Code	3009547 / IL-609923
Delivery Format	Dura
Die-Cut Dimension	Ø 22 mm / 0.866 in
Inlay Substrate	PET
Face Sheet	Clear PET 100
Thickness	327 µm
Standard Pitch	27 mm / 1.063 in
Web Width	30 mm / 1.181 in
Core Size	76 mm / 3 in
Quantity / Reel	2,000 pcs/reel
Operating Temperature	- 40 °C to 85 °C / - 40 °F to 185 °F

Contact information

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Connect with us on:



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Warranty: Please refer to Avery Dennison standard terms and conditions: rfid.averydennison.com/termsandconditions

Care and handling: RFID inlays are sensitive to ESD. Observe standard industry practices relating to electronics / RFID to keep environmental impact and static charge to a minimum.

Applications: This product should be tested by the customer / user thoroughly under end use conditions to ensure the product meets the particular requirements. Avery Dennison does not represent that this product is fit for any particular purpose or use. Avery Dennison reserves the right to modify, change, supplement or discontinue product offerings at any time without notice. The information contained herein is believed to be reliable but Avery Dennison makes no representation concerning the accuracy or correctness of the data.

