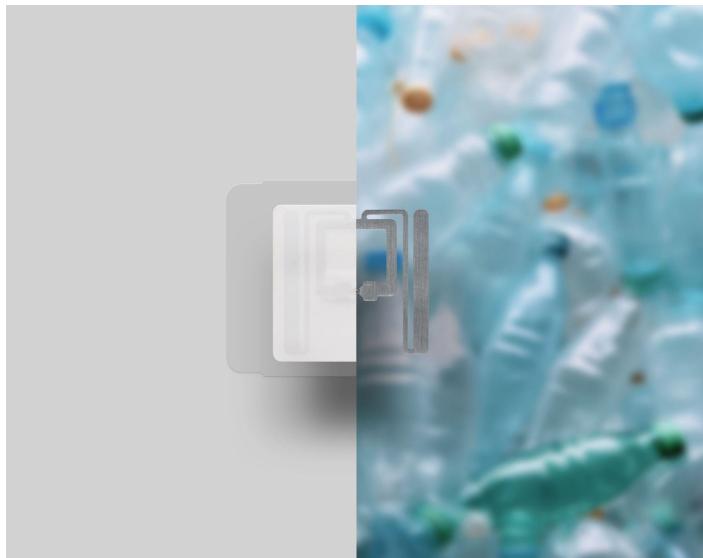# AD Crunch™ M830 ER

High performance inlay enabling the recycling of PET packaging

AD Crunch M830 ER inlay is one of the first UHF RFID inlays from the company's expansive portfolio to enable the recycling of PET packaging. This new design is optimized for high performance in bakery and freshness applications and is an excellent choice for retailers looking to tag diverse merchandise, as it provides consistent high read rates with a small label footprint. AD Crunch M830 ER inlays carry a 30.5 x 30.5 mm (1.2 x 1.2 in) die cut footprint and are currently available in a pressure-sensitive label format.

Sustainability - Recycling Enabled Inlay

Avery Dennison's AD Enable Recycling (ER) RFID labels are the industry's first to achieve APR Design® for Recyclability recognition. This groundbreaking innovation empowers brands to harness the full power of RFID for operational efficiency and supply chain visibility, while guaranteeing the recyclability of their PET packaging. We enable true circularity for PET, ensuring high-quality recycled content and helping brands meet critical sustainability goals.

This innovative product offers dual business and environmental value by harnessing full RFID capabilities, such as inventory accuracy and operational efficiency, while simultaneously enabling true PET circularity. Leveraging AD CleanFlake™ technology, it ensures high-quality recycled content through effective separation, leading to less waste and an increased supply of pure post-consumer recycled PET. Furthermore, third-party validation provides credibility and confidence for brands seeking assurance in meeting their sustainability targets.

Quality

Like all RFID products from Avery Dennison, AD Crunch M830 ER inlays are manufactured according to the industry's highest quality standards, as confirmed by the RFID Lab at Auburn University. The inspection body awarded Avery Dennison its first comprehensive and significant ARC accreditation for quality.

*How2Recycle: "Additional components, product application, or other attributes may change the final recyclability of the package. Must be a How2Recycle member and submit a label request to use the label on pack".

Overview

Frequency Band	UHF 860 - 960 MHz
Chip / Chip Attachment Technology	Impinj M830 / Strap Attach
Antenna Dimensions	28 x 28 mm / 1.1 x 1.1 in
International Standard	ISO 18000-63, EPC Class 1 Gen 2
Industry Segment	Food
Applications	Enables PET Packaging Recyclability Bakery Label Food Supply Chain Management
RoHS	EU Directive 2011/65/EU and Directive (EU) 2015/863
REACH	Regulation (EC) No. 1907/2006
Patent	Patent Pending
FDA Compliance	21 CFR 175.105*

*The product codes represented in this document may be used on the exterior of food packaging where the adhesive is separated from the food by a functional barrier in accordance with 21 C.F.R. § 175.105. It is the customer's responsibility to determine whether an appropriate functional barrier is present based on the customer's intended manner of use of the products.

Technical features

Chip / Chip Attachment Technology	Impinj M830 / Strap Attach
EPC and User Memory	128-bit and 0-bit User Memory
TID Memory	96-bit / 48-bit unique serial number
Product Code	IL-613405
Delivery Format	Label
Die-Cut Dimensions	30.5 x 30.5 mm / 1.2 x 1.2 in
Die-Cut Corner Radius	0.794 mm / 0.031 in
Inlay Substrate	PET Clear
Face Sheet	DT Printable Film
Adhesive	CleanFlake™ Adhesive Technology
Total Thickness (over chip and release liner)	9.45 - 11.55 mils / 240 - 293 microns
Standard Pitch	38.1 mm / 1.5 in
Web Width	50.8 mm / 2 in
Core Size	34.925 mm / 1.375 in
Quantity / Reel	TBD pcs/reel
Size of Roll	MAX OD: 2.5"
Operating Temperature	-40 °C to 85 °C / -40 °F to 185 °F
On-Metal	Non metal

*Part # sold as is

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Sustainability features

Recyclability	The product is recyclable in the region where it is sold. Recyclability is subject to regional and country specific standards.

Recyclable

For more information, please visit the Avery Dennison sustainability page.

Find more label solutions at
rfid.averydennison.com

REACH COMPLIANCE

RoHS

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