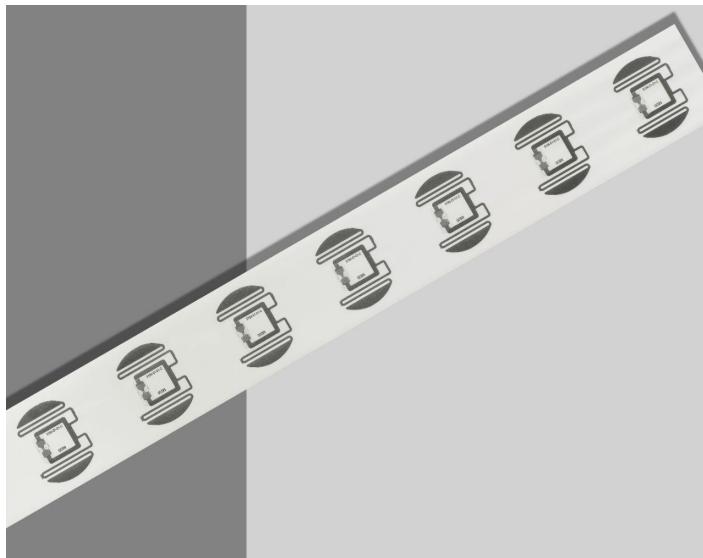


AD Surge M830

Auburn University ARC certified for General Retail spec B2



AD Surge, featuring the Impinj M830 chip, has been designed to target the University of Auburn ARC Spec, B2. This spec was designed to be affixed on the top or embedded beneath bottle caps of products such as motor oil, antifreeze, laundry detergent and other liquid filled containers in a retail environment.

Providing excellent global performance, this inlay carries an antenna size of 36 x 26.8 mm and PET antenna carrier. AD Surge M830 inlays and labels are available in a strap attach design and in dry inlay, wet inlay and label formats.

Featuring the impinj M830 IC, AD Surge M830 is equipped with 128-bit of EPC memory and 96-bit unique factory locked TID number. A 48-bit unique serial number is factory-encoded into the TID. The improved readability of the new IC offers reliable reading of small tags at high volume and speed which supports the global IoT deployments.

Like all RFID products from Avery Dennison, AD Surge M830 inlays are compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management, which ensure a reliable and state-of-the-art product that meets a variety of application needs, especially in the retail environment. The RFID Lab at Auburn University has awarded Avery Dennison its first comprehensive and significant ARC accreditation for quality.

Overview

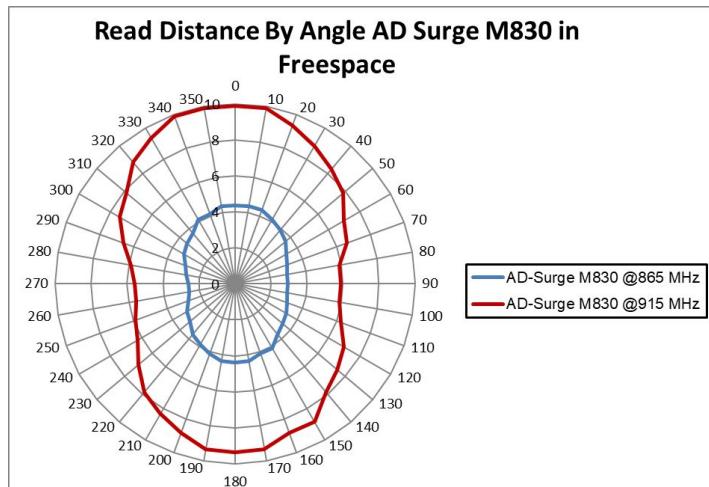
Frequency Band	UHF 860 - 960 MHz
Chip / Chip Attachment Technology	Impinj M830 / Strap Attach
Antenna Dimensions	36 x 26.8 mm / 1.42 x 1.06 in
International Standard	ISO/IEC 18000-63 Type C
Industry Segments	General Retail
Applications	Brand Protection Supply Chain Management Inventory and Logistics
RoHS	EU Directive 2011/65/EU and Directive (EU) 2015/863
REACH	Regulation (EC) No. 1907/2006

Technical features

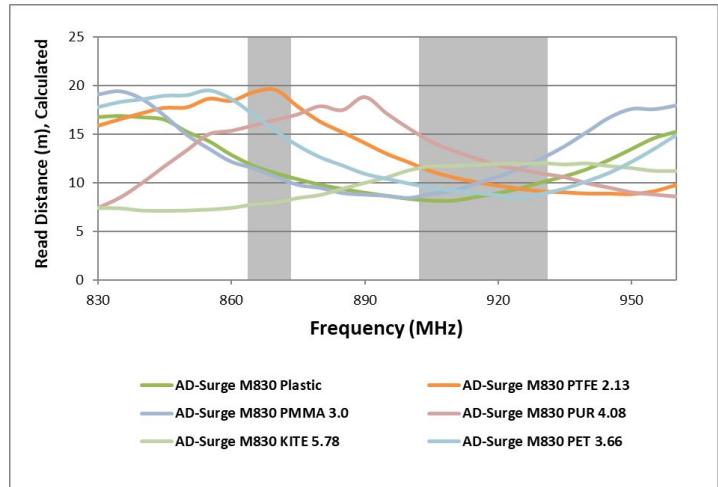
Chip / Chip Attachment Technology	Impinj M830 / Strap Attach		
EPC and User Memory	128-bit EPC and 0-bit User Memory		
TID Memory	96-bit / 48-bit unique serial number		
Product Code	IL-613977	IL-614001	IL-614002
Delivery Format	Dry Inlay	Wet Inlay	Label
Die-Cut Dimensions	-	38 mm Diameter	38 mm Diameter
Inlay Substrate	PET White	PET White	PET White
Face Sheet	-	-	PET White
Adhesive	-	General Purpose Permanent	General Purpose Permanent
Total Thickness (over chip and release liner)	9.99 - 12.21 mils / 253.8-310.2 microns	11.02 - 13.47 mils / 279.9 - 342.1 microns	12.79 - 15.63 mils / 324.9 - 397.1 microns
Standard Pitch	50.8 mm / 2 in	50.8 mm / 2 in	50.8 mm / 2 in
Web Width	45 mm / 1.77 in	45 mm / 1.77 in	45 mm / 1.77 in
Core Size	76 mm / 3 in	76 mm / 3 in	76 mm / 3 in
Quantity / Reel	TBD pcs/reel	TBD pcs/reel	TBD pcs/reel
Size of Roll	MAX OD: 15"	MAX OD: 12"	MAX OD: 8"
Operating Temperature	-40 °C to 85 °C / -40 °F to 185 °F		
On-Metal	Non metal		
ARC Certificates	ARC Specification Guide		

*Other product codes available upon request.

Orientation sensitivity



Read range



All graphs are indicative: performance in real life applications may vary.

Find more label solutions at
[rfidaverydennison.com](#)



#MakingPossible



© 2025 Avery Dennison Corporation. All rights reserved. The "Making Possible" tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands or product names are trademarks of their respective owners. Fortune 500® is a trademark of Time, Inc. Branding and other information on any samples depicted are fictitious. Any resemblance to actual names is purely coincidental.