

AD Circus™ Flex

Overview

Frequency Band

HF 13.56 MHz

Chip

NXP NTAG213

Antenna Dimensions

Ø 20 mm / 0.79 in

International Standard

ISO 14443A

Industry Segments

Apparel
Electronics and Gaming

Applications

Product Authentication
NFC
Gaming and Toys
Electronics

RoHS

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

REACH

Regulation (EC) No. 1907/2006



Robust and flexible structure for enhanced user experiences

Our AD Circus™ Flex tags have been specifically designed with an enhanced environmental resistance for demanding brand and retail applications. The innovative AD Circus™ Flex product paves the way to whole new customer experience solutions featuring higher customer engagement and loyalty opportunities for brands and retailers.

AD Circus™ Flex is a small, robust and cost-effective tag. Its flexible structure allows it to be directly embedded into difficult to tag items, like playing balls, jerseys, jackets or footwear. A specialized glob top protects the IC and antenna connection area that makes AD Circus™ Flex a highly protected flexible tag. It withstands home washing and drying cycles as well as mechanical stress, temperature cycles and impact stress.

The tag comes with the NXP NTAG 213 IC on board, provides superior performance and offering (UID) mirror functionality. Circus™ Flex tag is ideal wherever small size, robustness as well as flexibility with top performance is essential. Item-level product authentication, brand protection and many other application areas benefit from Circus™ Flex.

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	
EPC and User Memory	144 bytes	
Product Code	3006453 / IL-603100	3006454 / IL-603101
Delivery Format	Dry inlay +	Wet inlay +
Die-Cut Dimension	Ø 22 mm / 0.866 in	Ø 22 mm / 0.866 in
Inlay Substrate	PET	PET
Face Sheet	Clear PET	Clear PET
Total Thickness	305 µm	325 µm
Standard Pitch	27 mm / 1.063 in	27 mm / 1.063 in
Web Width	30 mm / 1.18 in	30 mm / 1.18 in
Core Size	76 mm / 3 in	76 mm / 3 in
Quantity / Reel	2,000 pcs/reel 4,000 pcs/box	2,000 pcs/reel 4,000 pcs/box
Operating Temperature	-25 °C to 70 °C / -13 °F to 15f8 °F	-25 °C to 70 °C / -13 °F to 15f8 °F

Contact information

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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.

