

# **SOLUTIONS@SOURCE**

## *RF Label Application Guidelines*



GEN-USE-RF\_V01\_100910

# RF LABEL APPLICATION GUIDELINES



Important considerations for RF Label application:

- |  |                       |  |  |
|--|-----------------------|--|--|
|  | No puncturing         |  | No washing or stone washing                            |
|  | No tearing            |  | Direct ironing or pressing - max. 2 sec.               |
|  | No folding            |  | Direct steaming - max. 2 sec.                          |
|  | No cutting            |  | No spinning or tumble drying                           |
|  | No buttons            |  | No dry cleaning  |
|  | No stapling           |  | No wringing  |
|  | No liquids            |  | No bleaching   |
|  | No static electricity |  | No application to metal surfaces or packaging material |
|  |                       |  | No metal foil application                              |
|  |                       |  | No glue  |

For any questions regarding this or any other labelling process contact your local Checkpoint representative.

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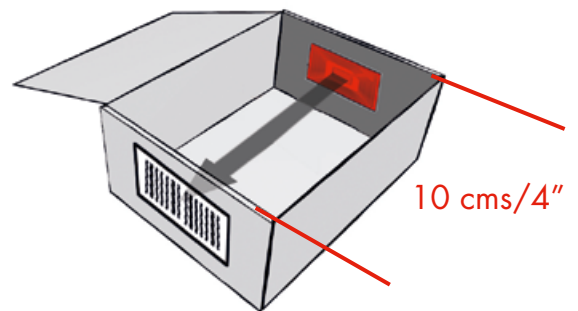
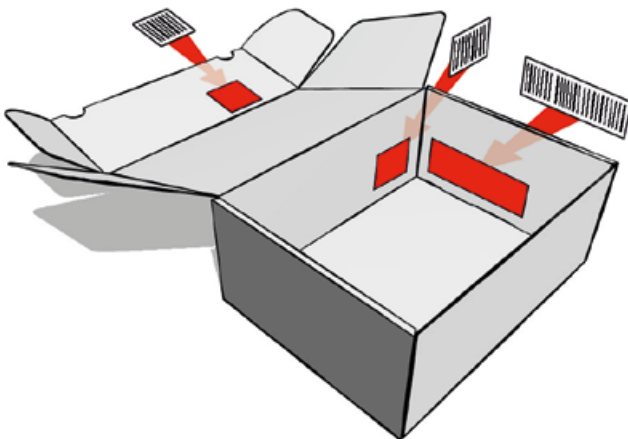




Important considerations for RF Label application:

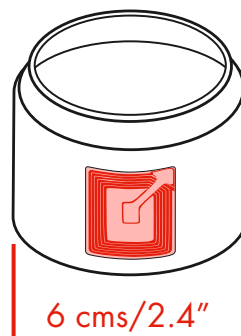
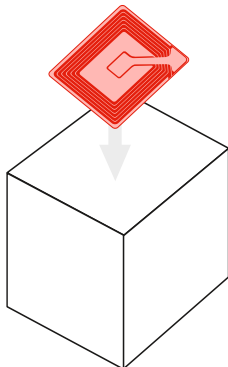
## RF Labels & Barcode Position

- RF Labels must ALWAYS be placed within 10 cms / 4" of the product barcode
- RF Labels should ideally be placed directly behind the product barcode

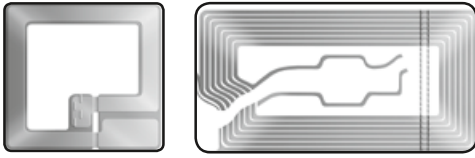


## RF Label Application

- RF Labels must always be applied flat to clean even dry surfaces
- To apply RF Labels to curved products (tubes, jars, bottles, etc) the minimum recommended diameter of the packaging to be protected is 6 cms/2.4" Ø



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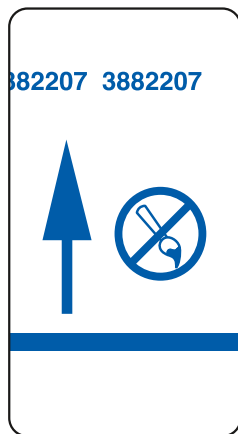
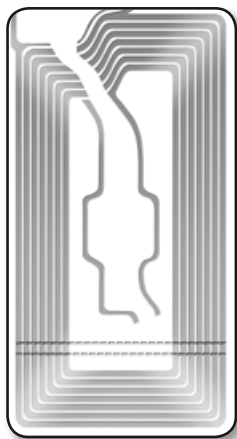
## Important considerations for RF Label application:



### Food Applications

Food safety regulations require that any label in direct or indirect contact with foodstuffs be certified in line with national laws.

Checkpoint food safe labels are ISEGA and TÜV certified for use with foodstuffs – for detailed information see the food label Application Guideline.



### Footwear

Only 615 RF Shoe labels should be used for the integrated protection of footwear. These labels are specially designed for use in footwear, standard RF labels in whichever format, must never be used for footwear integration. For detailed infos see the footwear Application Guideline.

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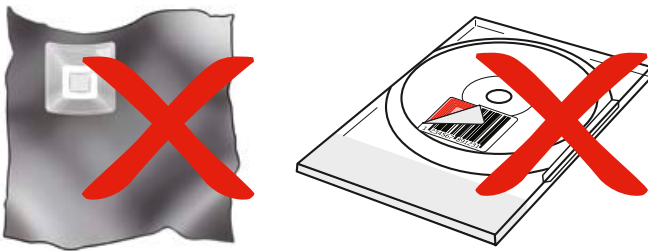


## Important considerations for RF Label application:

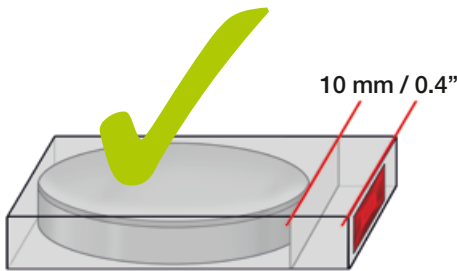
The following recommendations are for non metallic products with non metallic packaging e.g. no metal casing, metal foil, metallic ink flood coating, metal back paper etc.

For optimum performance, RF labels should never be applied directly to, or positioned against, metallic or high metal content materials.

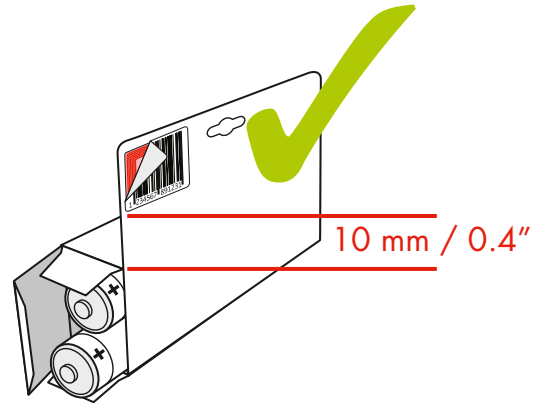
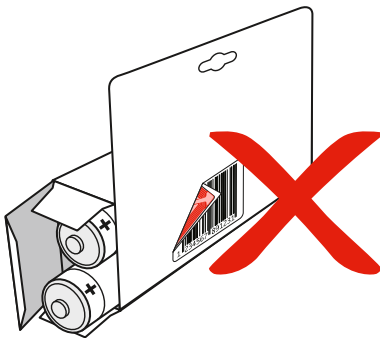
Where metallic materials are used for packaging presentation, they should be replaced with Iridine® or MiraFoil® coated materials, or with plain non metallic printed carton or plastic, which allows the RF label to function correctly.



RF labels must NEVER be placed on, underneath or inside metal products or packaging materials like cans, metal presentation tubes or CD / DVD's or metallic foil.



RF labels should be positioned AT LEAST 10 mm / 0.4" away from any kind of metal objects or packaging.



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## Important considerations for RF Label application:

- For mechanical label application Checkpoint enhanced performance EP RF labels should always be used
- The maximum ESD (electrostatic discharge) tolerance of Checkpoint EP RF labels is 8k volts
- The maximum recommended application speed for all Checkpoint EP RF labels is approx. 30.000 labels per hour

Manufacturers considering the automatic application of RF labels should use the following recommendations for label application equipment.

- Only labels specifically designed for automatic application (e.g. EP) should be used.
- The unwinding roll of EP RF labels should be fixed to a live shaft, and not rotate freely around a fixed shaft.
- All rollers on the applicator should be anodised aluminium and free spinning.
- Peel tips should be made of plastic (Delrin is recommended).
- Metal parts in close proximity to the peel point should be plastic or insulated with Teflon tape (e.g. Air assist tubes can be insulated shrink tubing).
- After the peel point, all used release liner should be kept as far away possible from the EP RF labels approaching the peel point.
- Nip rollers should consist of a conductive rubber roller and a knurled aluminium roller (Minimum pressure is recommended).
- Any metal touching the EP RF label directly after application should be removed, insulated with Teflon tape, or replaced with Delrin plastic.
- Checkpoint's EP RF labels should be used for all automatic and thermal transfer printing applications. These labels are manufactured to specifications that eliminate premature Electro Static Discharge (ESD) which could deactivate the label during application.
- All Checkpoint EP RF labels should be stored at room temperature to insure the integrity of the adhesive. Recommended minimum & maximum storage temperatures are from 18.3°C to 37.7°C.
- Maximum recommended storage time is 2 years.

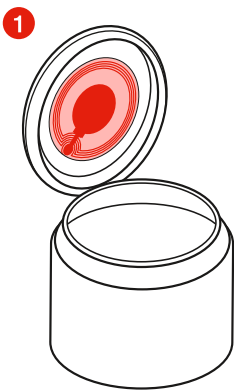
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## RF LABEL INTEGRATION & RECOMMENDATION

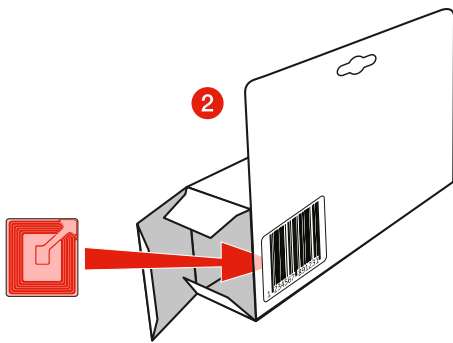
### RF Label Integration in consumer products

When tagging a product, Checkpoint recommends that the manufacturer attempt to integrate the RF label in the following order of preference:



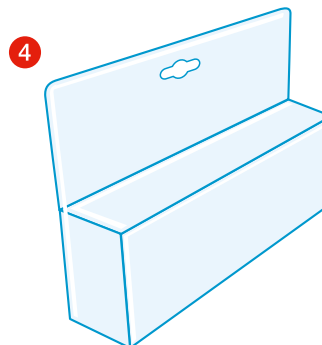
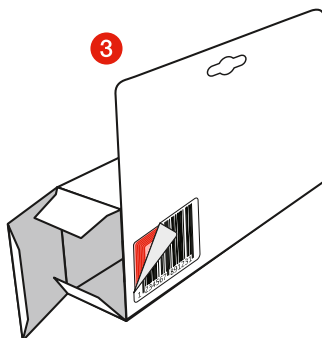
1 Integrate the RF label into the product itself or its primary packaging, e.g. inside the product label / bottle label.

2 Where (1) is not possible, tag the interior of the secondary packaging of the product, i.e. to make it invisible from the exterior / sandwich blister.



3 In the case where the product packaging cannot be compromised (e.g. products received prepacked for distribution in Europe from a third country) a recommendation will be made for external product tagging as a first phase tagging solution. The intention of this tagging option however is to ultimately drive the supplier to options (1) or (2) above.

4 In all cases a security blister format is recommended for high value items to reduce the chance of product tampering.



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Checkpoint Systems is a global leader in shrink management, merchandise visibility and apparel labelling solutions. Checkpoint partners with retailers and their suppliers to reduce shrink, increase shelf availability, ensure labelling consistency and achieve operational excellence. Checkpoint's solutions enable retailers to enhance the shopping experience for consumers, and grow their businesses profitably.

Electronic Article Surveillance



Solutions @ Source



High-Theft Solutions



Shrink Management Software



Merchandise Visibility



Apparel Labelling Solutions



Video, Alarm and Monitoring Services



Retail Merchandising Solutions

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