

Circus™ Dura

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

Applications

Product Authentication
NFC

RoHs

EU Directive 2011/65/EU and
2015/863 Compliant

REACH

Regulation (EC) No 1907/2006



Robust structure for enhanced user experiences

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

Circus™ Dura is a small, robust and cost-effective tag. By using its special reinforced structure compared to standard inlays it can withstand higher environmental stresses. When embedded into garments, Circus™ Dura 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 NTAG 213 IC on board, offering superior performance and compatibility with smartphones, plus best-in-class performance for item-level product authentication, brand protection and other potential applications. Circus™ Dura tags are ideal wherever small size, durability and top performance are essential.

Smartrac's 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	
User Memory	144 bytes	
Product Code	3006451	3006452
Delivery Format	Dura	
Die-cut Dimension	Ø 22 mm / 0.866 in	
Inlay Substrate	PET	
Face Sheet	Clear PET	
Standard Pitch	27 mm / 1.063 in	
Web Width	30 mm / 2 in	
Core Size	76 mm / 3 in	
Quantity / Reel	4000 pcs/box	
Operating Temperature	-40 °C to 85 °C -40 °F to 185 °F	

Contact information

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Warranty: Please refer to Avery Dennison Intelligent Labels 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.