

Dissection 481 - RFID Guidelines

Crm & Loyalty



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WAITROSE

RFID Tag Types

Product Type	Brand	Packaging Type	RFID Tag Type	RFID Tag Dimensions
Body Lotion Or Cream Or Oil	Sol de Janeiro	On product	164	

Guidance

- 'On metal' tags are used for products containing metal elements as it interferes with the RFID tag. This includes foiling on the packaging or the item containing any metal elements itself including glitter, metallic thread or beauty products with certain ingredients.
- Please use the image guidance for guidance on how and where to attach your RFID tag to your packaging / product.
- PEAN labels are the type where the price is included on the label.

“On product” - Application Guidance

164



Tag type - 164

Images are for guidance of tag application only

“On product” - Application Guidance

I64



Tag type - I64
Images are for guidance of tag application only

Brand Examples

- Sol de Janeiro