

RFID Guidelines

Burberry



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WAITROSE

RFID Tag Types

Packaging Type	RFID Tag Type	RFID Tag Dimensions
Polywrap	On metal - skinny	



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.

Application Guidance

On metal - skinny



Tag type - On metal - skinny
Images are for guidance of tag application only