

Bobbin NFC label

Stora Enso, Intelligent Packaging



NFC Label Optimized for Consumer Products

Stora Enso's Bobbin NTAG213 is a NFC product designed for consumer products such as smart packages, print media, as well as for industrial applications. Bobbin labels are optimized for the requirements of packaging converting factories, and with Stora Enso's solutions, NFC technology can be cost efficiently incorporated into packaging.

NFC (Near Field Communication) is a standardized protocol that enables NFC device to communicate with NFC tags by bringing them close (2-3 cm) to each other. NFC tag can open online content via links embedded into it. If compared with optical codes (such as QR codes), NFC tags can carry more data, are more secure, can be password protected and can be accessed without first downloading an app.

Nearly every smart phone on the market supports NFC, so embedding NFC into product packaging opens up a lot of possibilities. Embedded NFC tags can provide dedicated information about products and brands. They can also give easy access to digital user manuals, warranties, coupons, games and much more.



Applications



Packaging



Retail



Print media



Bobbin boosts consumer engagement.

Key features of Bobbin

Designed for intelligent packaging

Bobbin roll and packaging sizes enable economical automated application processes with less roll changes. Bobbin labels are small, thin, flexible, and battery-free. They can go just about anywhere on the package as part of the container, label, closure or even the product itself.

Offers connectivity and trust

Smart packages increase efficiency within the supply chain, offer a trusted way to authenticate products, and provide better consumer experience at the point of sale and use. Bobbin's NTAG213 IC is based on industry standards and features password protection to help ensure brand protection and product authenticity.

Versatile tool for consumer engagement

Consumer can easily tap a tagged package on the store shelf with a smartphone or other NFC-enabled device, and quickly receive detailed information about the product. Every tag interaction can be captured by a tracking platform in the cloud, providing new market intelligence and insight into customer interests and behaviors.

The Bobbin tag in natural size.

Technical details

Sales Code
500002

IC & electrical details
NFC Forum Type 2 Tag, ISO/IEC14443 Type A
144 Byte
13,56 MHz

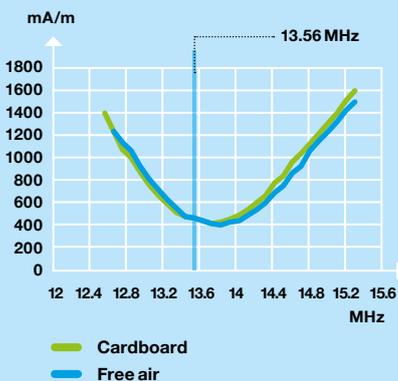
Size
Paper Tag diameter 22 mm / 0.866 in

Web width
27 mm

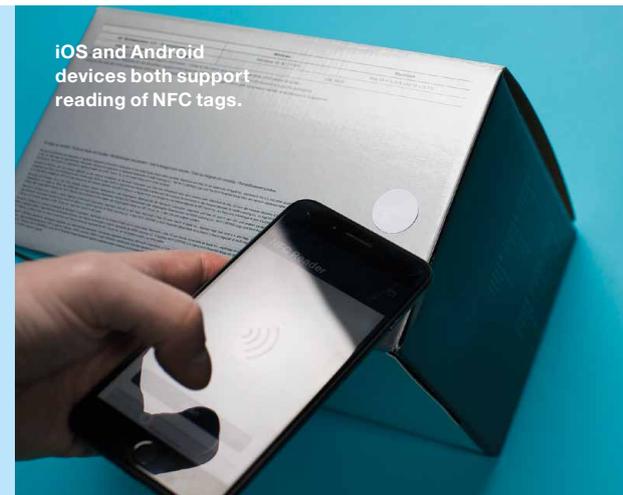
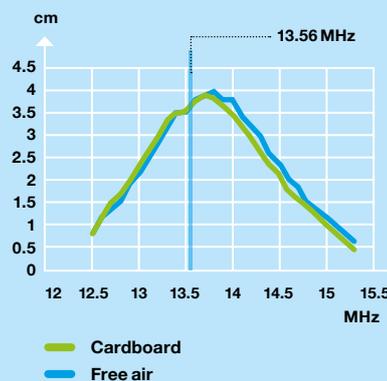
Operating temperature
-5 °C...+60 °C / +23 °F...+140 °F

Delivery details
76 mm / 3 in core
5 000 pcs/reel, 20 000 pcs/box
1 year shelf life in +20 °C / 68 °F, 50 % RH

Magnetic Field Strength



Read Range



Contact us for more information:
www.storaenso.com/intelligentpackaging

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