



# RFID General Merchandise Application Guide





Retailers are increasingly recognizing the advantages of RFID tagging for their products. While initially prevalent among clothing and apparel brands, RFID technology has expanded its applicability to general merchandising, benefiting retailers across the board.

|  |  |   |
|--|--|---|
|   |  <p>99%<br/>Inventory accuracy</p>          |    |
|  <p>75%<br/>Reduction in audit costs</p> | <p>BENEFITS</p> <p>The benefits of RFID implementation are substantial, including:</p>   |  <p>90%<br/>Reduction of out of stock instances</p> |
|   |  <p>4%<br/>Generation of sales uplift</p> |    |

(\*Note: These statistics represent the maximum average uplift observed in Checkpoint internal studies and research.)



To harness the transformative effects of RFID, we have gained valuable insights and expertise through decades of experience in developing and manufacturing RFID labels for our customers.

In this concise guide, we will share best practices for effectively tagging your products in various commonplace merchandise packaging.

These recommendations are based on extensive testing and our close collaborations with customers during RFID deployment.

For placement on metal products or metallic packaging, please contact the Checkpoint team to discuss options for tagging these items.

Our RFID labels are available for both hand application and auto-application processes. We recognize that our suggested best practice placement in this guide may not always be possible with auto-application, but we'd be happy to work with you to find an alternative placement that will still deliver the necessary performance.

At the end of this guide, you will also find an overview of the inlays in our extensive portfolio which have all been tested and approved for general merchandise applications.



## STICKERS

The placement guide provides instructions on embedding RFID inlays into merchandise packaging. In most cases mentioned in the document, RFID-integrated adhesive stickers can be applied to the exterior of the packaging, if the more integrated option is not possible.

These stickers would be supplied as adhesive labels that include variable data information like barcodes. They are placed in the conventional location for such information.

For applications which not possible for sticker application, we will make this clear in the placement guidance.





## LARGE DISPLAY ITEMS

When merchandising larger items outside of their packaging, RFID labels can be attached to the product itself, just not directly on metal.

We recommend doing this through a hangtag, either with embedded RFID or with an adhesive RFID sticker attached.

If using hangtags, please include the following message: "**Store associate:** do not remove this tag when merchandising in store."





## QUICK TIPS TO REMEMBER

1

Avoid placing on bottom of packaging, or anywhere it's likely to come into contact with metal shelving.

2

Consider the size and shape of your inlay choice to ensure its compatibility with your packaging and to ensure sufficient read sensitivity.

5

Make sure there is only ONE RFID tag per product – if the product comes in multiple cases (example, furniture set where the table is boxed separately from the chairs), ensure that there is only one tag on one of the cases.

Please contact our team to determine the case to be tagged.

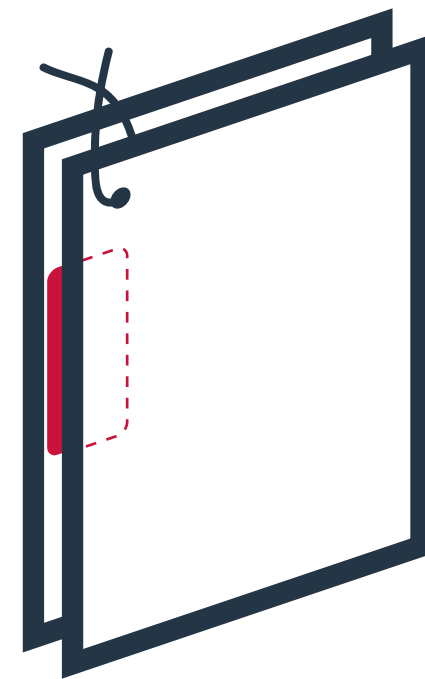
3

Don't make it easy for staff or customers to remove the RFID label when merchandising or before purchase.

4

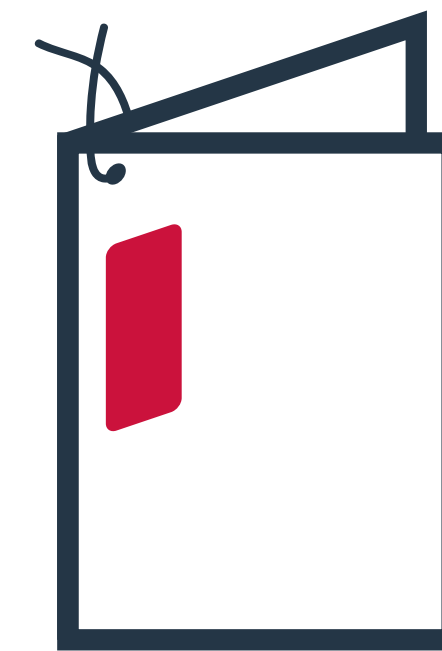
If using RFID adhesive stickers you must ensure that no product information on the packaging is covered or obscured by the sticker.





**Hang Tag**

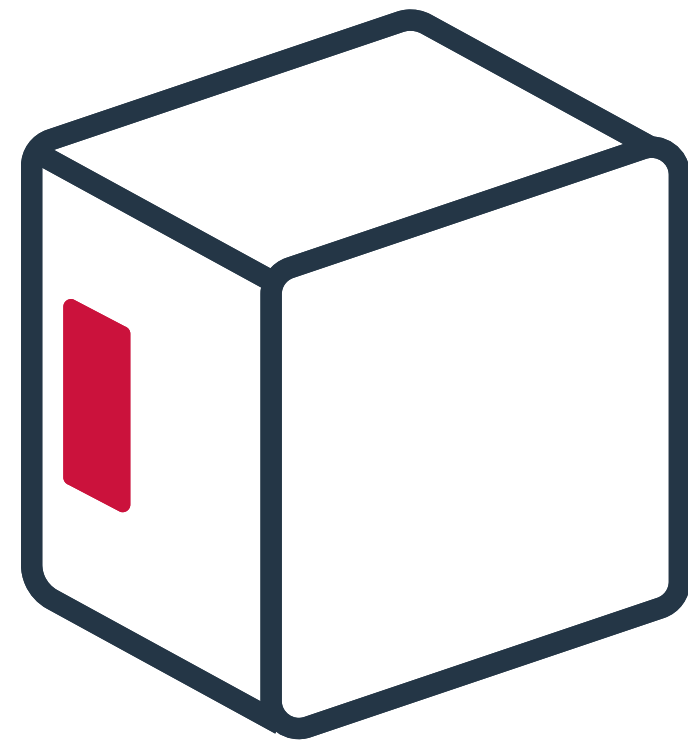
RFID placement position embedded between layers



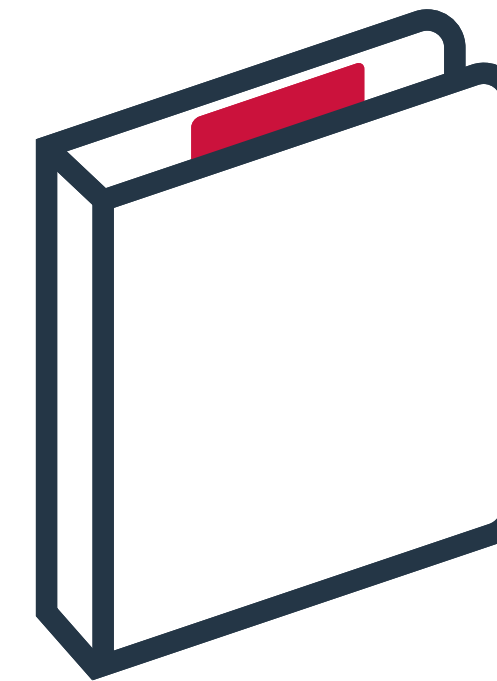
**Folding Hang Tag**

RFID placement position embedded between cards

Consult the Auburn Playbook for your specific items



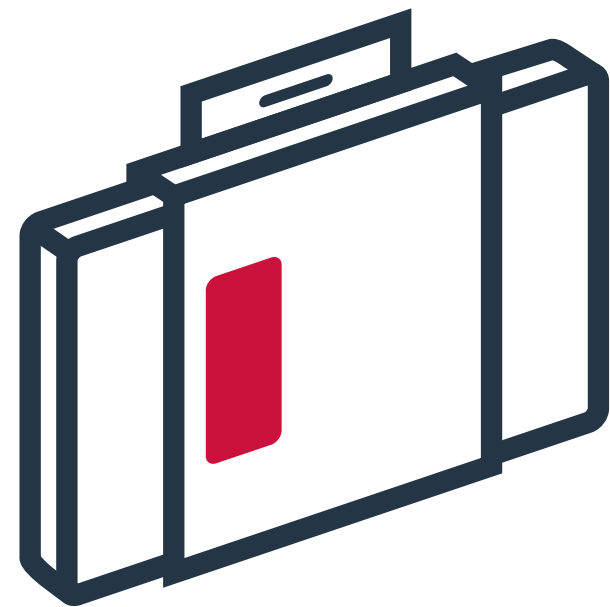
**Box**  
RFID placement position inside box top or side panel



**C-Card**  
RFID placement position inside card side panel

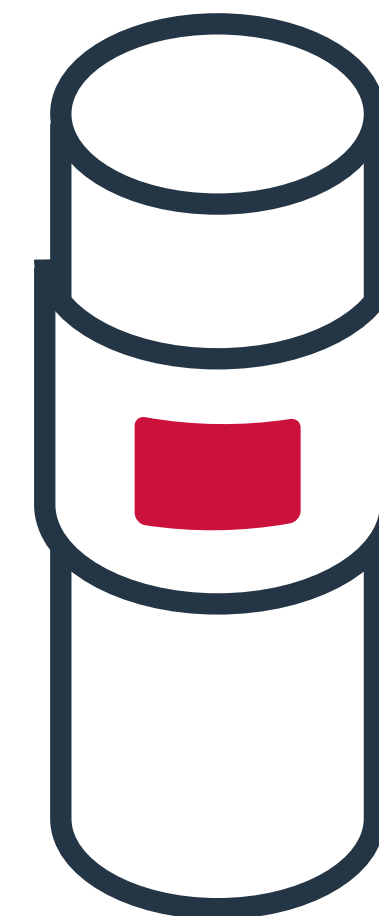
Consult the Auburn Playbook for your specific items





**Verticle Bellyband**

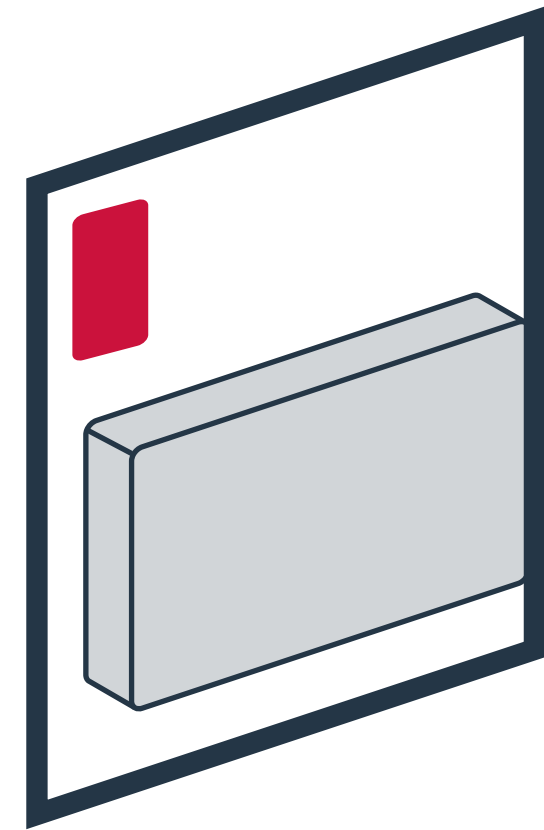
RFID placement position inside packaging bellyband



**Sleeve/Bellyband**

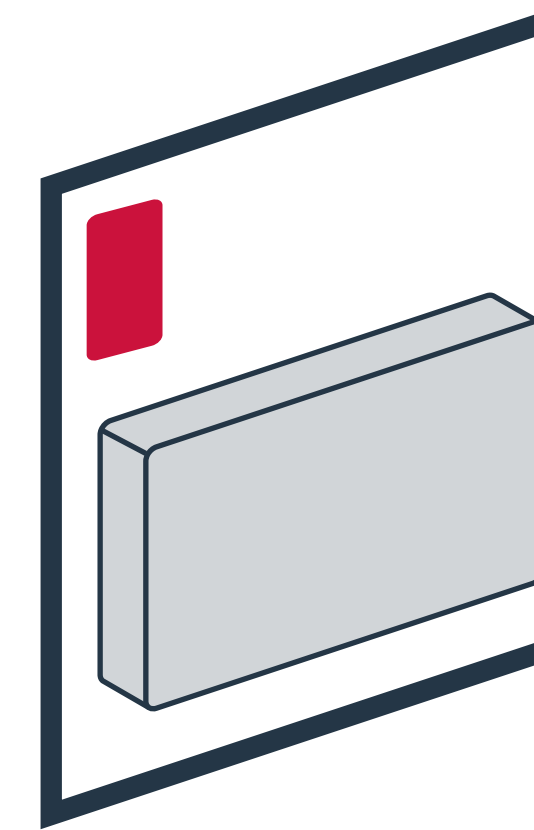
RFID placement position inside sleeve

Consult the Auburn Playbook for your specific items



**Trapped Blister**

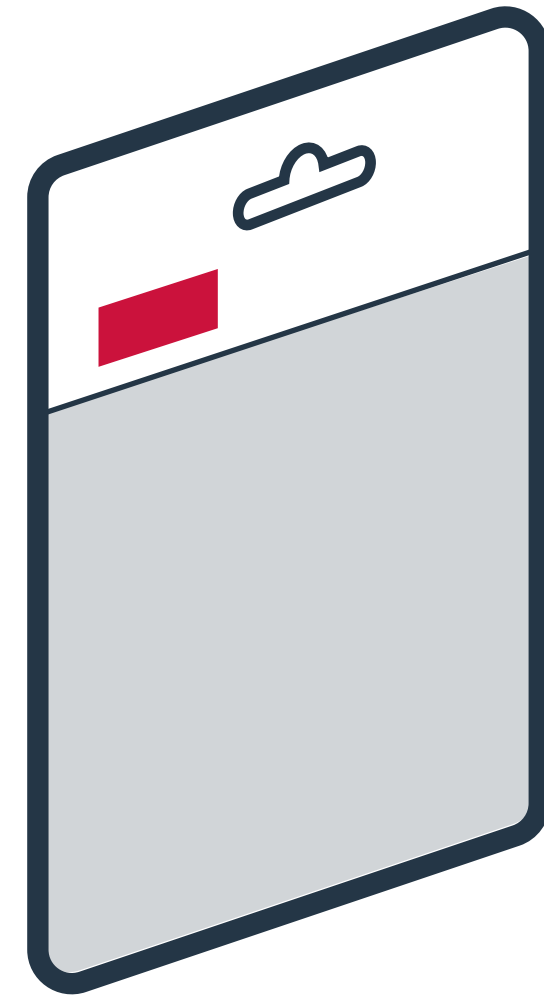
RFID placement position embedded between cards



**Backer Card**

RFID placement position inside box side panel

Consult the Auburn Playbook for your specific items



**Header Card**

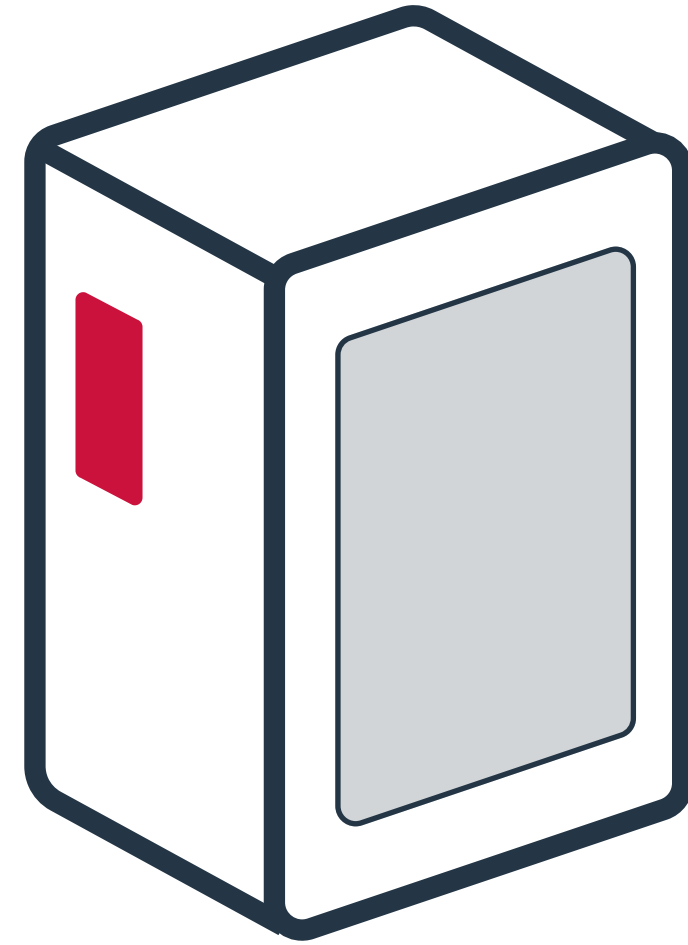
RFID placement position inside header card



**Poly Bag**

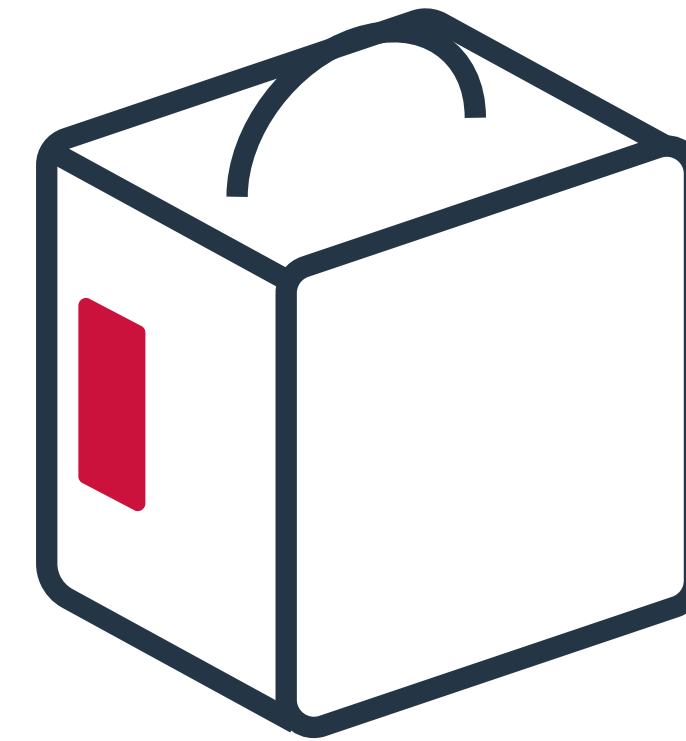
RFID placement position inside polybag – placed on a small paper card and will be dropped inside the packaging

Consult the Auburn Playbook for your specific items



**Window Box**

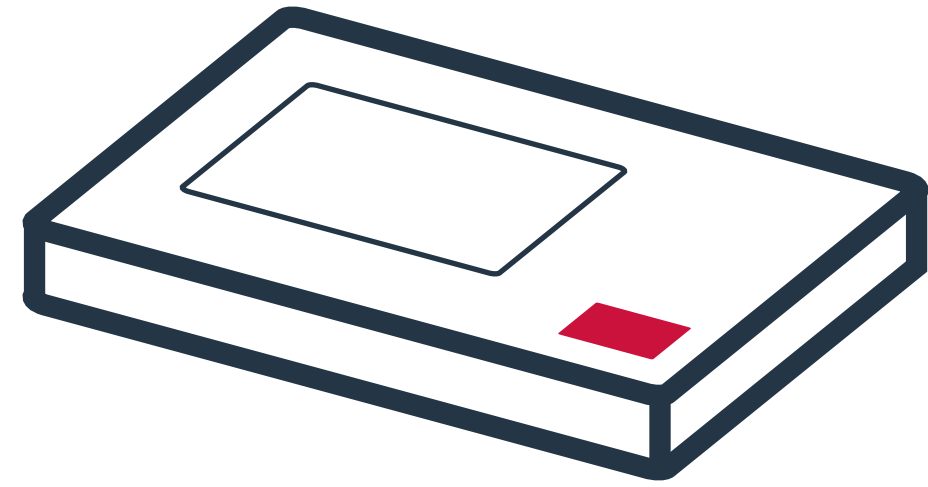
RFID placement position inside box side panel or top panel



**Insert**

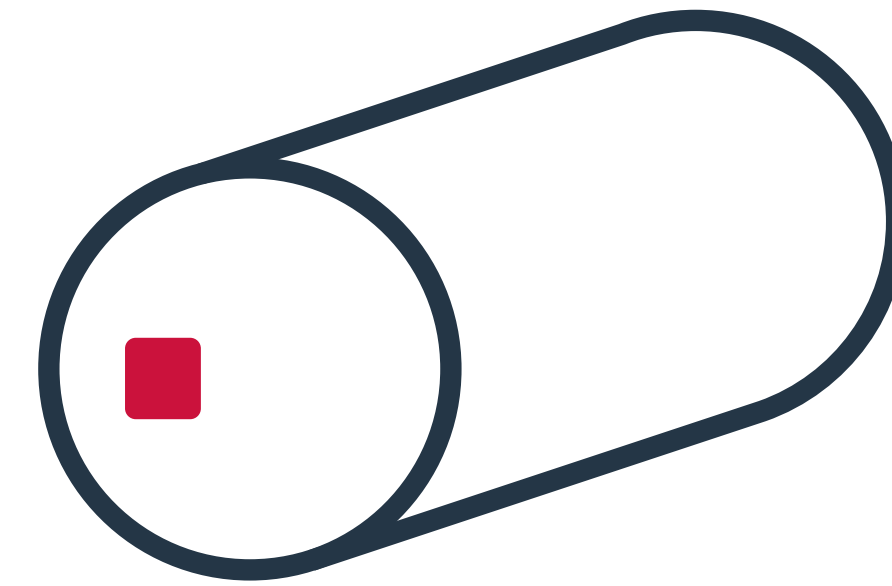
RFID placement position inside bag on the backside of the side insert

Consult the Auburn Playbook for your specific items



**Label Adhesive - Litho**

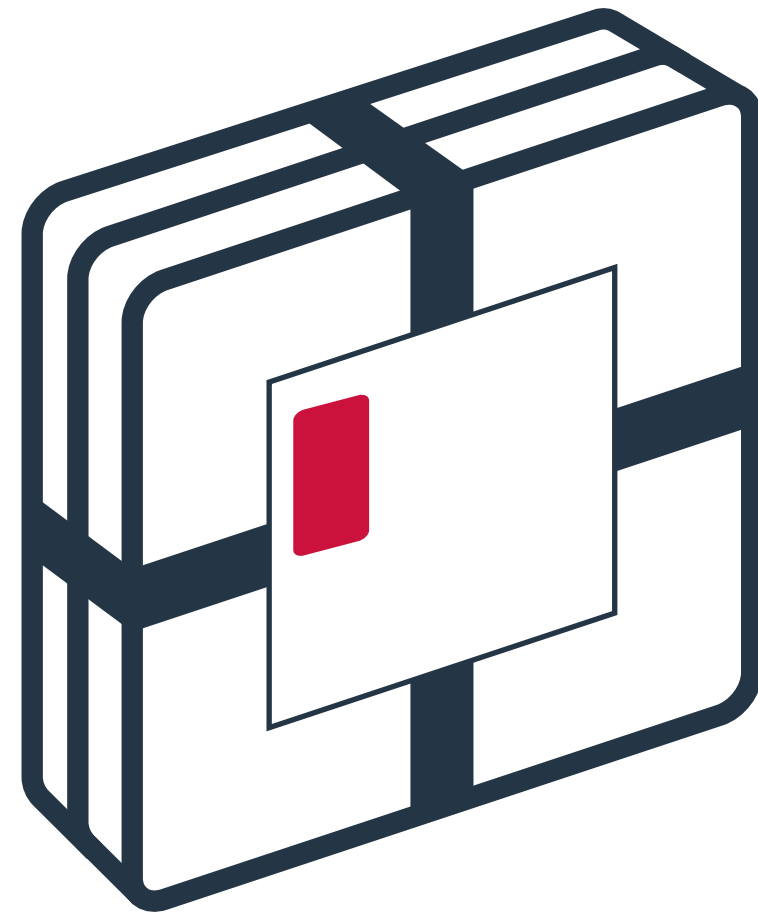
RFID placement position inside container



**Tyvek Label**

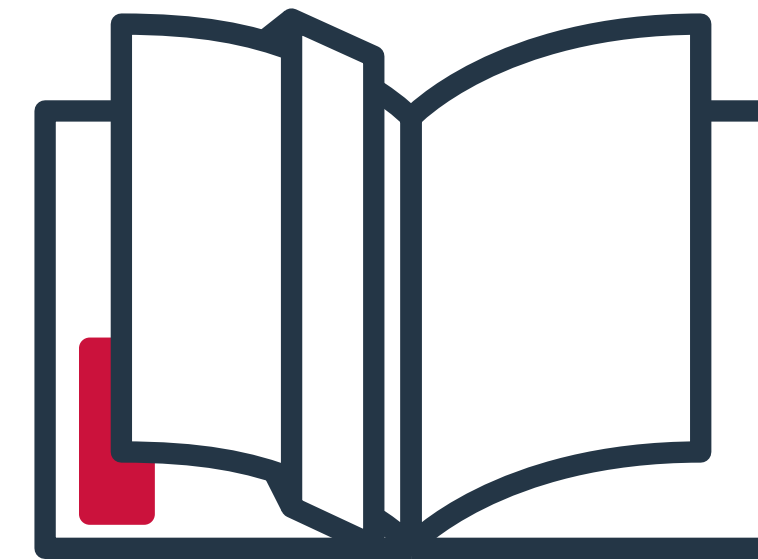
RFID placement position inside container or side panel

Consult the Auburn Playbook for your specific items



**Ribbon Card**

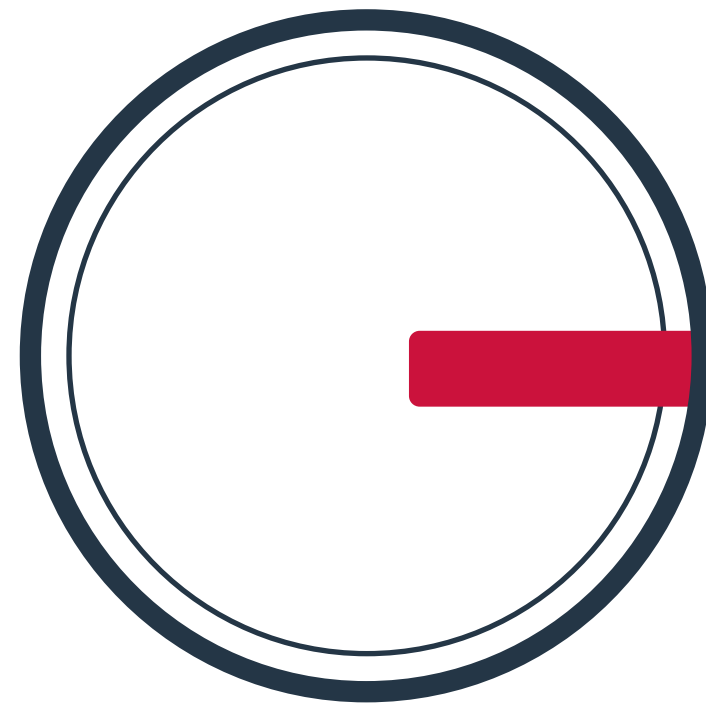
RFID placement position inside packaging



**Book**

RFID sticker on inside book front cover on packaging  
Can be with or without barcode. Size may vary

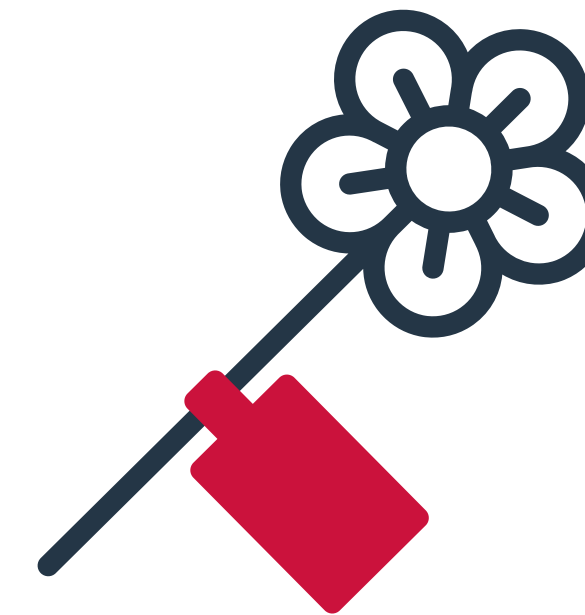
Consult the Auburn Playbook for your specific items



**Crockery\***

RFID label placed on the underside of the item. We would strongly recommend including a very visible "DO NOT MICROWAVE" warning to the product.

Consult the Auburn Playbook for your specific items



**Barbell\***

RFID sandwiched in between layers of barbell

\*Not possible for stick application

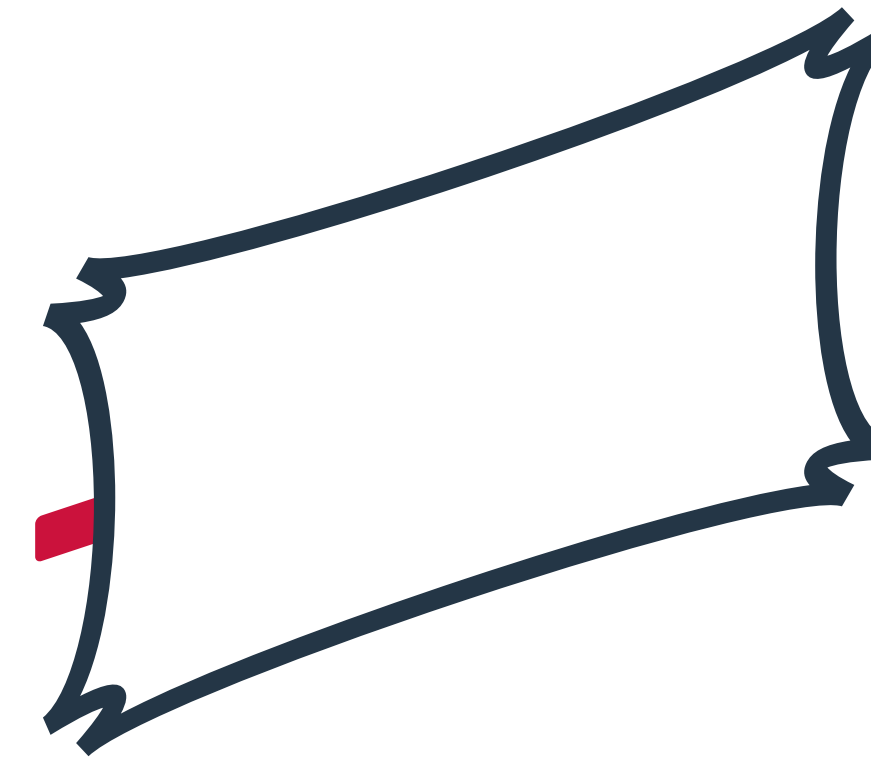


### **Bottles\***

Determine if your liquid in the bottle is water based or oil based.

- Water based: the RFID tag must be in a location that is away from the main liquid portion – such as a handle, lid or sprayer top.
- Oil based: the RFID tag can be directly on the bottle label or on the lid (the oil-based liquid does not affect readability of the RFID inlay)

Consult the Auburn Playbook for your specific items

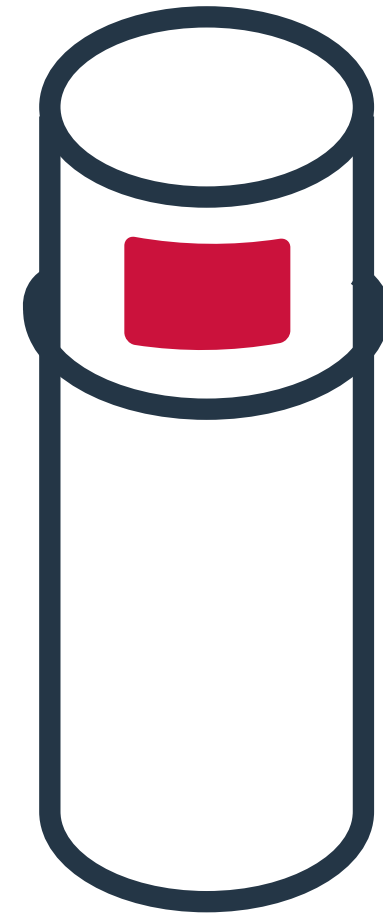


### **Sewn-In Label\***

RFID placement position sewn into side or top seam of product. Do not place on bottom if product is merchandised on shelf.

\*Not possible for stick application





**Aerosol Cans\***  
Generic RFID sticker on cap

Consult the Auburn Playbook for your specific items



**Tape\***  
Generic RFID on inside of spool or on backside of package label

\*Not possible for stick application



## RFID INLAY PORTFOLIO

A small selection of our RFID portfolio. All of the inlays listed below have passed ARC specifications for use on General Merchandise

About

Size (mm)

Discover the ideal use cases and more

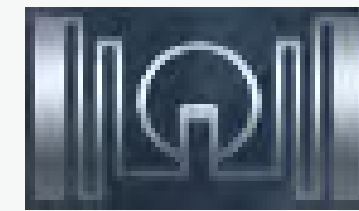


### KONA

Narrow inlay, designed for strategic placement on packaging

83 x 9

[LEARN MORE](#)



### NJORD

Small footprint design without compromising performance

44 x 26

[LEARN MORE](#)



### SANTANNA

Stable, high-performance under difficult conditions

72 x 17

[LEARN MORE](#)



### TRIUMPH

The all-round inlay with high-performance

74 x 18

[LEARN MORE](#)

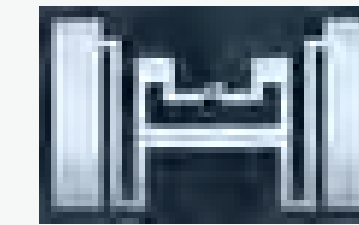


### TYFUNG

The strongest logistic inlay with outstanding performance

98 x 28

[LEARN MORE](#)



### ZEPHYR

A universal RFID inlay with a proven record of success

54 x 34

[LEARN MORE](#)



### VORTEX / BREEZE

Small, efficient & versatile with outstanding performance

44 x 18

[LEARN MORE](#)



Legal Disclaimer:

The tag placements suggested in this guide are provided solely based on our experience and best practice recommendations. They do not guarantee any specific outcomes or results. Checkpoint assumes no liability for any performance-related issues arising from the implementation of these recommendations.

We strongly advise consulting with one of our RFID product experts before undertaking any tagging project. This will ensure a comprehensive discussion of all requirements and placement factors to achieve the desired results.