

# RFID Isolation for Retailers

## ShieldSense™ RFID Blocking Material helps retailers improve their inventory management

### An easy-to-install, pressure-sensitive tape construction that confines RFID waves

Avery Dennison ShieldSense™ RFID Blocking Material is a 5 mil. aluminum foil, pressure-sensitive material that is highly effective at restricting the travel of RFID waves, helping retailers isolate areas of a store for greater precision when conducting inventory.

### Shielding makes RFID inventory systems even more effective

RFID has been a game changer for inventory management, giving retailers access to real-time data for the products on their shelves. This helps them make informed decisions about pricing and stock needs, in addition to identifying reasons for shrink.

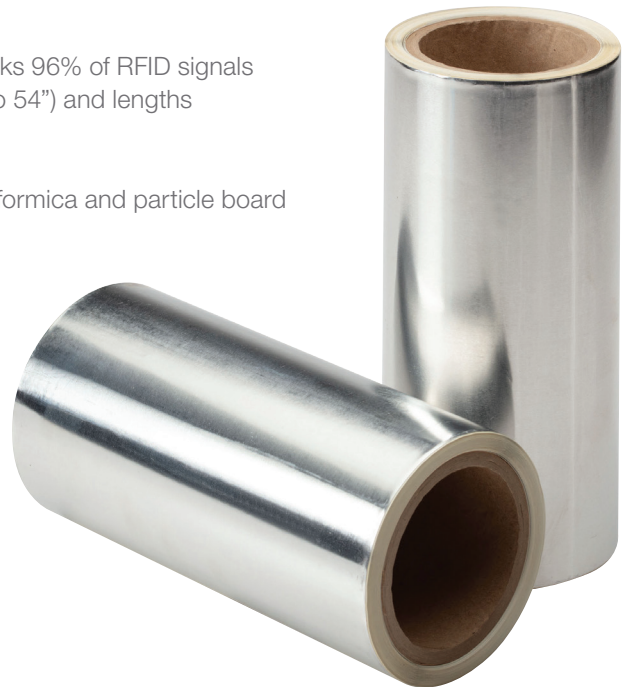
ShieldSense allows retailers to maximize the effectiveness of these inventory systems by preventing RFID transmissions from penetrating walls and doors. A retailer might, for instance, line the walls of a storeroom with ShieldSense. This would prevent the RFID transmissions from the storeroom and retail space from interfering with each other, resulting in distinct, accurate inventory counts for each area of the store.

### Features

- 5 mil. aluminum foil, pressure-sensitive adhesive material that blocks 96% of RFID signals
- Rolls are available in a variety of widths (any size ranging from 4" to 54") and lengths
- Material can be applied with common tools
- Minimal surface preparation needed before application
- Adheres to a range of surfaces, including: dry wall, metal, plastic, formica and particle board
- Performs under a variety of environmental conditions
- Conforms to curved surfaces and protruding areas, such as utility outlets and conduits
- Does not require staples, fasteners, or other attachments, resulting in faster installation
- Can be repositioned within one hour from original application
- Pending UL 723 (ASTM E84) and ULC S102.2 for fire safety

### Applications

- Retail spaces
- Warehouses
- Shipping and distribution hubs





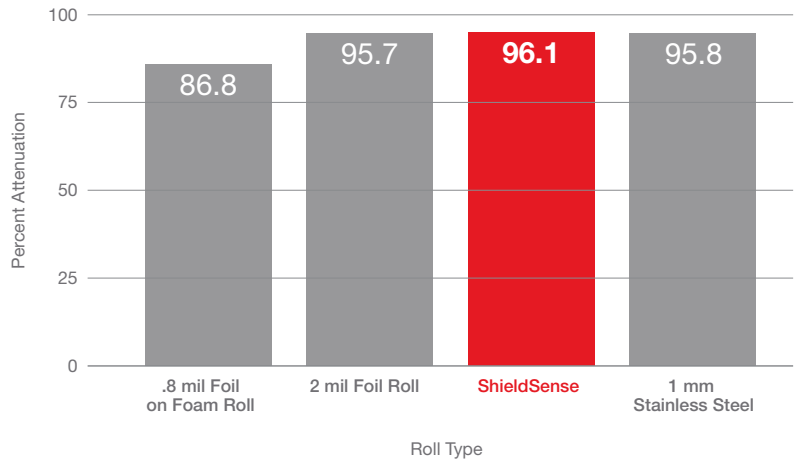
## ShieldSense outperforms stainless steel

Scientists at the Avery Dennison RFID North America Research and Development Center, located in Miamisburg, Ohio, compared the effectiveness of ShieldSense RFID Blocking Material to a variety of materials, including 1-millimeter-thick stainless steel.

The test was conducted within an anechoic test chamber. In successive trials, a 24-inch square sample of each material was placed between a sending and receiving antenna. The sender transmitted a signal at a common RFID frequency.



## Material Shielding Effectiveness



The ShieldSense sample was more effective at blocking the signals than all the materials, including the stainless steel. Both products attenuated (blocked) approximately 96% of the signal.

For more information, visit [www.tapes.averydennison.com](http://www.tapes.averydennison.com) or contact your Avery Dennison representative.

