



ECO RFID
Tag Technology
by Beontag

A plastic-free tag optimized for retail and apparel

ECO Hook M is specifically designed for retail applications. The form factor is a perfect fit for retailers' different hangtag sizes.

The ECO Hook M is made of a paper-based substrate. The high-quality materials allow a flexible, thin and resistant tag structure that also supports printed images.

ANTENNA DIMENSIONS

42X17 mm



FOOD
RETAIL



APPAREL



RAIN RFID TAG

ECO HOOK M

ECO Hook M key features



1:1 ECO Hook M

Perfect for retail applications

ECO Hook M is suitable especially for item-level retail, logistics and supply chain applications. ECO Hook M offers high read reliability and excellent performance even when stacked in close proximity, as well as a competitive cost level.

Perfect for retail and item level tagging

ECO Hook M tags pass industry standard tests for temperature and humidity (IEC 60068-2-67), temperature cycling (JESD22-A104-B) as well as tag bending tests. These comprehensive tests ensure ECO Hook M performs at all stages of the products life cycle and can safely be used to track items from source to the point of sale.

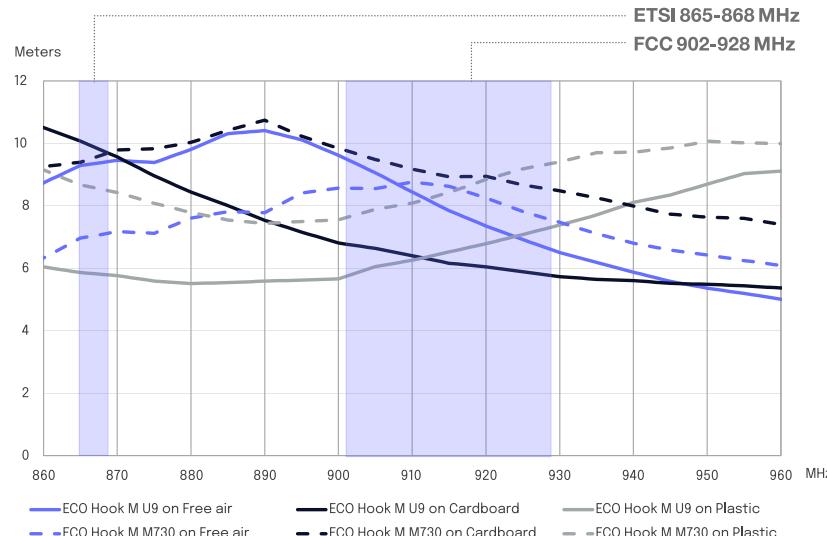
Converting of ECO Hook M into hangtags or stickers is easy, and delivery format is a single layer paper tag without the extra polyester layer present in all traditional etched inlays.

Technical details

PRODUCT	M730	UCODE 9
Sales Code	3004407	3004383
IC & electrical details	128 bit EPC 860-960 MHz EPC Gen2v2, ISO 18 000-63	96 bit EPC 860-960 MHz EPC Gen2v2.1, ISO 18 000-63
Size (paper tag)	44 x 19 mm	
Web width	50 mm	
Delivery details	76 mm core 5000 pcs/reel 1 year shelf life in +20°C, 50%RH	

*U8 and U9xe and M750 IC versions also available on special request.

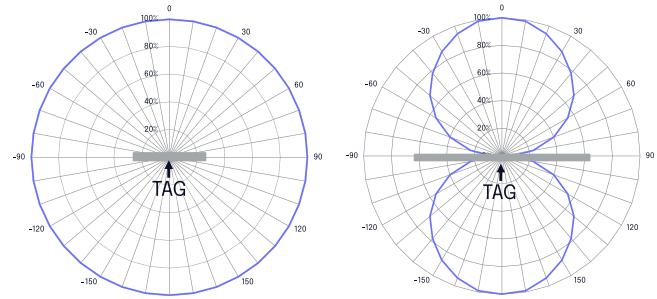
Theoretical read range forward



Suitable Use Cases

ECO tags are made with a sustainable paper-based substrate, which has limitations in durability. They are tested to withstand standard converting and label applicator processes, as well as indoor retail and logistics environments. Compared to PET-based tags, paper-based ECO tags are more sensitive to high humidity and are not suitable for applications involving heavy wrinkling. For more information, please contact Beontag.

Orientation Sensitivity in air



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About Beontag

From the science of graphic and label materials, RFID and wireless IoT enablers, we create solutions across the value chain to deliver digital transformation for businesses around the world.

Sustainability is at the core of what we do and we strongly believe that by substituting non-renewable materials and innovating through more sustainable and renewable products, we act as an ESG enabler for our customers' value chain.

Beontag is one of the world's leading providers of RFID and wireless IoT solutions, being present in more than 40 countries with 7 R&D centers and 2,000 employees, in constant development of technological and sustainable solutions designed to connect items, and gain efficiency and end-to-end traceability

**CONTACT US FOR
MORE INFORMATIONS:
beontag.com**

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