

AD Fusion

Smart materials, simplified.

Meeting the growing demand for RFID labels often means facing high equipment costs and complex production changes. We designed the AD Fusion program to remove those barriers.

For label and packaging converters seeking to expand their RFID capabilities, AD Fusion—backed by SmartFace™

technology—delivers customizable materials with pre-inserted RFID inlays. This program integrates directly into your current production setup, allowing you to streamline operations and meet market demands without heavy upfront investments.



Why Choose AD Fusion?

The AD Fusion program gives you the tools to scale your business efficiently. By handling the complex insertion process for you, we help you focus on what you do best: printing and converting high-quality labels.

- Scale Without High Costs: Grow your RFID offerings and capture new business before making major capital investments in new insertion machinery.
- Seamless Integration: Slit rolls arrive completely ready to print and convert within your existing workflow. You do not need to change your standard processes.
- Operational Flexibility: Easily split jobs across different lines or enable additional facilities to boost your overall productivity.

How the Program Works

Getting started with AD Fusion is a straightforward process tailored to your specific production needs.

1. **Select Your Components:** Choose from a strong baseline of standard materials and proven high-performance RFID inlays.
2. **Define Your Layout:** Select your preferred lane configuration. We currently offer 2-up and 3-up layouts on rolls with a maximum width of 15 inches.
3. **Get a Custom Quote:** We will provide a specific quote based on your chosen materials and layout.
4. **Receive Ready-to-Convert Materials:** Once you approve the design, we pre-insert the RFID inlays into the slit roll. The material ships to your facility, ready for immediate use.

Material Specifications	B7655, B7754, C2708, 54291, 54369
RFID Inlays	AD Burst, AD Stealth
Roll Dimensions	Max width 15” Max length ~5000’ 3” core Wind face out
Preferred Layouts	2 and 3-up lane configuration (AD Burst) and 4-up for AD Stealth

If your preferred material is not listed in our standard offerings, our dedicated team is here to help. We can collaborate with you to explore custom constructions that meet your unique project requirements.

Start Your RFID Journey Today

Expanding your product offerings shouldn’t require disrupting your entire facility. With AD Fusion, you gain a scalable, low-risk solution that supports your business growth from day one.

Start your RFID journey today. Contact your Avery Dennison sales representative to discuss your material requirements and request a custom quote.

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