



RFID

# PRODUCT CHANGE NOTIFICATION

PRODUCT CHANGE NOTIFICATION #0033 PCN NOTIFICATION DATE: 12 DECEMBER 2016

CHANGE IDENTIFICATION																	
<b>Product(s) identification:</b>	AD45x Inlays and Labels																
<b>Type of change:</b>	Product End of Life																
<b>Reason for Notification:</b>	This document is a formal notification that Avery Dennison is initiating the End of Life (EOL) process for all AD-45x inlays and labels. These products include: AD451m5 and AD-452u7. These products have been immediately discontinued and are no longer available for purchase.																
<b>Why this change is happening:</b>	<p>The current manufacturing process for making the AD451x results in longer lead times and is not scalable to high volume manufacture.</p> <p>In addition, recent market feedback has indicated there is a dissatisfaction with the complex, fold-over design feature of AD-45x. This characteristic, in combination with the heavy thickness of the construction, is often a detriment to the label application process, thereby limiting its use. Furthermore, our research shows that a higher read rate performance is preferred by intended end-users, as well as a product construction which offers enhanced durability properties and ease of application.</p>																
<b>Replacement Products</b>	The development of newly designed replacement product - with improved aesthetic properties and desired performance- is underway and will be released upon completion.																
<b>Impacted Part Numbers:</b>	<p>No future production of this product is planned. Please consult with your Avery Dennison sales representative for current updates on the availability of our next generation, replacement product.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #cccccc;">Inlay Name</th> <th style="background-color: #cccccc;">Description</th> <th style="background-color: #cccccc;">Part Number</th> </tr> </thead> <tbody> <tr> <td>AD-451m5 FCC</td> <td>Dry Inlay</td> <td>600687</td> </tr> <tr> <td>AD-451m5 FCC</td> <td>Label</td> <td>100273</td> </tr> <tr> <td>AD-451m5 ETSI</td> <td>Label</td> <td>100274</td> </tr> <tr> <td>AD-452u7</td> <td>Label</td> <td>100302</td> </tr> </tbody> </table>		Inlay Name	Description	Part Number	AD-451m5 FCC	Dry Inlay	600687	AD-451m5 FCC	Label	100273	AD-451m5 ETSI	Label	100274	AD-452u7	Label	100302
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RFID Product Manager	Casey Boardwine	Date: 12 Dec 2016															