



THE WORLD'S FIRST PRINT-READY NFC PAPER FOR INTELLIGENT MEDIA

CREATE YOUR OWN INTERACTIVE PRODUCTS,
PRINT MEDIA, PACKAGING AND MUCH MORE.

PowerCoat® ALIVE gives you the ability to deliver interactive content via NFC enabled devices, in an all-in-one solution. This is achieved by embedding an RFID tag and microchip directly onto PowerCoat XD, then laminating it with our quality fine paper. The result is an NFC-ready paper that can be printed using virtually any print process.

The interactivity of PowerCoat ALIVE extends beyond the customer experience. Brand owners can obtain a tremendous amount of data via dedicated analytics platforms allowing them not only to measure the impact of their campaign, but to track and even respond to customer behaviour in real-time, resulting in more personalized, engaging, impactful and efficient campaigns.

To find out more about PowerCoat ALIVE or to place an order, go to powercoatpaper.com/alive

ALIVE RANGE TECHNICAL DATA

POWERCOAT ALIVE			2 UP CIRCUITS		25 UP CIRCUITS	
CHARACTERISTICS	APPARATUS	STANDARDS	170g	420g	170g	420g
Colour			Ivory		Ivory	
Basis Weight g/m ²	Sartorius L2200 Balance	NF EN ISO 536- RNE PC.110- RNE PC.111	170	420		
Thickness µm	MI20	NF EN ISO 20534- PC.90 ISO 534- PC.91/PC.101	165	440		
Bulk cm ³ /g			97	05		
Paper Size mm			460 x 320	460 x 320	460 x 320	460 x 320
Number of Chips/Sheet			2	2	25	25
Chip Reference			Mifare UL	Mifare UL		
Memory Size Bytes			46	46		
Quantities/Encoding ¹ available	5		Personalised	Personalised	Without	Without
	30		Standard	Standard		
	50				Without	Without
	100		Standard	Standard		
Printability	Offset		Yes	Yes ²		
	Screen Printing		Yes	Yes		
	Flexography		Yes	Yes		
	Digital		Yes	Yes ³		

Please do not emboss or hot foil the antenna area. Please do not apply too much pressure on the chip.

For our 25-UP products we guarantee a minimum of 95% functioning tags (or 285 of the 300 tags) per box of 12 sheets. Any defective tags will be **black-marked to distinguish them from other functioning tags on the sheet**. An additional sheet containing 25 tags will be added to any pack containing less than 285 functioning tags. For our packs of 2-UP and 4-UP products **we guarantee 100% functioning tags in each box**.