ShipTrace

Smart label data sheet

Cellular or Bluetooth. One live map across every carrier.

TAG. TRACE. DELIVER.

At a glance	Bluetooth label	Cellular label
How it reports	Sighted by nearby phones and readers on partner Bluetooth networks	Reports its own position over the cellular network. Nothing needs to be nearby.
Typical accuracy	Within a few hundred yards	Within tens of yards
How often	When it passes the network (busy roads, hubs, cities)	Every 20 minutes by default, wherever there's cell coverage
Best for	Volume. A label on every box in a lane.	The one box you can't lose sight of
Price	**$15/label**	**$35/label**
Both	Paper-thin, printable, nothing to charge. Tap with a phone to start. No app, no integration. Airline approved. Map, alerts, share links and your whole team included. Volume pricing available, contact us. **No "Found Moving With You" alerts on drivers' phones, and no off switch for whoever finds it, unlike AirTags.**	

Material construction: Direct thermal	
Facestock	Direct thermal paper
Adhesive	Permanent acrylic
Liner	120 gsm glassine
Total thickness (±10%)	0.022 in (0.56 mm)
Environment	Indoor use (IP61)

Temperature	
Minimum application temp.	46 °F (8 °C)
Operating range	14 °F to 131 °F (-10 °C to 55 °C)

Adhesive strength	
Corrugate	20 oz-in (0.14 N·m)
Polycarbonate	55 oz-in (0.39 N·m)
Polyethylene	34 oz-in (0.24 N·m)

Chemical resistance	
Weak chemicals	Test in application
Harsh chemicals	Not recommended

Recommended printer	
Printer	Any thermal printer
Example	Sato CL4NX+ HF, WWCLP1801-NAR (US), WWCLP182ZNAR
Self-printing	Self-printing is for high-volume customers

Label and roll size	Bluetooth	Cellular
Label size	2 × 4 in (49 × 102 mm)	8 × 4 in (200 × 101 mm)
Gap, corner radius	0.125 in (3 mm), 0.125 in (3 mm)	
Core	3 in (76 mm)	
Roll width	4.125 in (105 mm)	
Roll diameter	12 in (300 mm)	

Bluetooth label	Cellular label
Radio: Bluetooth only	**NB-IoT:** Release 14 Cat NB2 Bands 5, 8, 12, 13, 20, 28, 85 20 dBm transmit power (Power Class 5)
Bluetooth: version 5.1, 2.402 to 2.480 GHz, beacon every 1 or 10 seconds	
NFC: passive HF NFC, 13.56 MHz (tap to start)	
Battery: zinc-manganese, no lithium. Lasts 1 month to 1 year depending on label type (Bluetooth lasts longer). Nothing to charge.	
Environmental: RoHS Directive 2011/65/EU, (EU) 2015/863 Annex II	
FCC certified (ID on request) FCC 15.249:2022 CE, DO-160	FCC certified (ID on request) CE, DO-160
Country-specific certifications and airline approvals on request	

Coverage

United States: Bluetooth and cellular (NB-IoT). We ship labels to US addresses.

Bluetooth, tested as of April 2, 2026: USA, Australia, Austria, Azerbaijan, Belarus, Belgium, Brazil, Bulgaria, Canada, China, Colombia, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Jordan, Kuwait, Malaysia, Malta, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Portugal, Qatar, Romania, Saudi Arabia, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE, UK, Venezuela, Vietnam.

Cellular (NB-IoT): USA, Australia, Austria, Belgium, Canada, China, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, Ireland, Italy, Malta, Mexico, Netherlands, New Zealand, Norway, Portugal, Romania, South Africa, Spain, Sweden, Switzerland, Taiwan, UK.

Coverage keeps growing. Email us for the latest.

Free sample label
One label, already switched on, plus a live-map link to watch it come to you. US only for now. **shiptrace.ai/sample**

Pilot Pack: $149
10 Bluetooth labels.

Know where it is, not where it was last scanned.

shiptrace.ai/sample · hello@shiptrace.ai

© 2026 ShipTrace LLC. All rights reserved.