

# Checkpoint Magazine



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**“Creativity is thinking up new things. Innovation is doing new things.”**

**Theodore Levitt -  
Economist and Harvard Professor**



## **Mariano Tudela** / *European Vice President, Checkpoint Systems*

With a Master's Degree in Business Management, Mariano started his career with Checkpoint in 1996. Over the course of 17 years he has successfully managed several countries in Europe. To the present day his extensive knowledge of these markets as well as Checkpoint's solutions, has made Mariano instrumental in guiding our European teams as Checkpoint's Vice President.

Hello,

Well, here we are one year after the CCL acquisition.

I am sure there were some who wondered where we would be today and I am delighted to report that, over the past 12 months, Checkpoint has benefited from investment not only in manufacturing, but in time and resources.

As a recognised division in its own right, Checkpoint's new owners have reinvigorated our core business.

Going into 2017 we are looking forward to honing in on key retailer needs, with a particular focus on our Source Tagging Consultancy, Software and Connected Store Solutions, all designed to help boost efficiency and improve customer experience.

We hope you enjoy our magazine and finding out more about our leading merchandise availability solutions.



# Crash Test Trolleys



**Simon Edgar/** *Senior Director, Global Product Management,  
Checkpoint Systems*

Beginning his career in 1993, Simon started working in the security industry in 1982, initially with banking high security systems, and subsequently retail applications. He has worked within engineering, project management, sales as well as marketing roles, and now runs the European product team with Checkpoint Systems, whom he joined in 1998.

*As consumers, we take for granted that the products we buy go through safety checks and certifications right? All of us are familiar with the slow motion videos of bald, featureless orange dummies, sitting motionless in a new car model, suddenly being crashed at speed into a wall or another car, their work of ensuring our safety being captured from every possible angle. This makes for some dramatic viewing for sure!*

But did you know that Checkpoint too has its own crash test dummies? Ours are not in human form, but take the shape of loaded shopping trolleys and carts. Why? Well we take consumer safety very seriously too.

During the development of any new EAS antenna, Checkpoint works hard towards ensuring a very rigorous set of health and safety standards are met or exceeded. If they don't, the product does not get launched.

Let's take electronics as an example, before we return to our crash tests. Our electronics are sold across the world in over 60 countries and we need to ensure we meet every global, regional and local regulatory requirement, no matter what the origin, if it affects Radio Frequency transmissions and electrical safety.

This can often mean lengthy and expensive testing in official third party test centres. In

fact, regulatory testing of our equipment forms a large portion of any R&D investment when we develop a new product. Human Emissions exposure, EMC output, RF regulatory outputs and electrical safety are all tested and approved before we launch any electrical equipment, and most important of these is RF emissions. There are, of course, strong regulations regarding the frequency bands and power outputs that our equipment can operate within, and Checkpoint takes these regulations very seriously.

Unfortunately not all RF EAS manufacturers do, and it is not uncommon for some low cost Far Eastern products to transmit well beyond the regulatory bands provided.

The reason? In order to boost detection levels, the power outputs are beyond the legal limits, usually to make up for inferior build quality and technology. The result? Systems that block other RF transmissions and have very high false alarm rates, not something you want from an EAS solution in a busy store!

So, back to our crash test trolleys. We not only test the electrical and regulatory performance of our antennas, but we focus on the build quality and consumer safety. Imagine a fully loaded shopping cart, brimming with a weekly shop, perhaps laden with cases of beer ready for the weekend BBQ, suddenly out of control, running directly into the side of an Acrylic based antenna. The worst case scenario, shards

of razor sharp plastic shattering everywhere... that really doesn't bear thinking about does it?

So we test our antennas, we crash fully laden shopping trolleys into them, from various angles and measured forces, to ensure they remain intact. Only when we are satisfied that they are more than robust enough do we pass the design for production.

But it does not end there. We have all witnessed the bored youngster, out shopping with Mum, fed up and looking for something to do. Imagine that they attempt to climb the antenna, pulling at it so that it suddenly bends and snaps or shatters with a huge crack.

We have established our own pull strength test rigs that ensure an antenna is designed to gently deform at set points in the design if a weight limit is exceeded, just like a car is designed to crumple in order to safeguard the occupants. No shattered antenna or injured children.

So, when you next look at a Checkpoint antenna, maybe you will remember all of the work we do behind the scenes, in order to make our products safe and secure for your retail environment. We care passionately about our products and customers, as much as you do about yours.

# EAS 2.0: It's EAS, but not as you know it



**David Ivins/** *Global Product Support EAS Systems and Software, Checkpoint Systems*

David has worked in various technical and project management positions. He then moved to the product side in 2003 where he has supported new product introductions, technical training and field support. Prior to Checkpoint, he held several roles in the electronic security industry from technical to project management.

*I was remarking the other day about the changes in my industry and got to thinking just what Peter Stern, one of the original inventors of Electronic Article Surveillance (EAS) might think of the direction it is taking. I wondered if back then, sitting in a Library in Philly, he ever imagined that EAS would become more than just a pair of detector pedestals and some "dumb" tags?*

When I first joined the EAS industry more than 20 years ago, the phase of EAS chain wide adoption by the big retailers around the world was just starting. Back then, the deterrent effect was delivered in large part by the mere fact that few stores had installed EAS and the shoplifters would then target those that didn't have it.

In those early days, ceiling mounted EAS detectors at the exits would pick up half the store's tagged items, depending on the weather! Now, RFID-enabled ceiling mounted EAS detectors at the exits can ignore anything that isn't moving through the exit. It can even help the retailer track and trace their inventory to precise locations within the store. Today, accurate real time location tracking of tagged merchandise offers the store staff the opportunity to engage with the shopper, helping lead to a possible sale, while preventing a possible theft.

EAS detection systems now include highly useful technologies such as people counters, telling you how many visitors have entered your store and allowing other retail departments to take advantage of the LP teams' investment. The obvious benefits to the operational side of the retail store for counting traffic are well known, but they can also give a great insight to Loss Prevention too on possible risks such as when the shopper dwell time is

high. New Data centric EAS systems can now provide LP professionals with data analytics about shopper habits that they can share with their retail partners to help them understand how their advertising & marketing investments' (among others) impact the store. That's EAS 2.0.

Without doubt, retail anti-theft solutions are key to fighting external shrinkage. They always have been and always will be. But for a pain killer to work; you have to swallow the pill. For that you need data to understand how EAS is impacting the stores and you also need to ensure security store staff compliance.

Compliance is more than just responding to EAS antennas alarms in store; it extends to the cashiers correctly deactivating a product and removing a hard tag, or store colleagues remembering to apply an EAS label to the newly delivered merchandise in store or protecting it with a keeper. In EAS 2.0, people and processes are key, just like the work of the ECR Shrink & On-shelf Availability Group and Professor Adrian Beck have highlighted on numerous occasions.

Compliance is about taking ownership, and having initiatives driven by the LP experts with the support and involvement of HR, supply chain, purchasing and marketing. A good EAS programme should be about engaging staff, but also ensuring that the shoppers' experience is preserved and not spoiled by unnecessary alarms at the exit doors. In that respect, many retailers are now turning to technology such as RFID to reduce the numbers of false EAS alarms in store. And it is this evolution in EAS that

brings more value to the retail industry.

The EAS 2.0 strategy is about selling more and losing less, with an emphasis on the selling more. What was once considered an anti-theft investment is fast becoming an additional way to measure consumer habits which can only improve shopper engagement and lead to improved sales. This has never been more important for the traditional brick-and-mortar

sites than now with the increase of online shopping impacting the high streets.

EAS 2.0 is about making smart decisions in store to gain time and be more efficient. Once you've identified where it hurts, you'll spot the key challenges you're facing both internally and externally, then you can take the most

**The EAS 2.0 strategy is about selling more and losing less, with very an emphasis on the selling more.**

appropriate actions.

EAS 2.0 is about managing enterprise level reporting so LP teams get visibility into what is happening with their loss prevention systems right across their estate; what is working and what is not, and using that information to make informed decisions on the improvements needed.

EAS 2.0 is about stronger collaboration between LP teams and their retail partners to deliver improved shopper experiences which ensure their stores are welcoming to the honest shoppers, while protecting them from the less honest.

So, EAS is most definitely not as we knew it because it has evolved; welcome to EAS 2.0...

# Global EAS Survey

## Summary

**EAS – Where Next 2016** authored by Colin Peacock

*New findings, highlight effectiveness of EAS systems and future challenges to tackle theft and increase sales.*

New research has revealed that 41 percent of global retailers are requesting suppliers to support them through the introduction of source tagging programmes.

The findings are published in a new report, 'EAS – Where Next 2016', authored by Colin Peacock on behalf of Checkpoint Systems – a leading supplier of merchandise availability solutions for the global retail industry.

Based upon responses from 107 retailers, this study highlights how Electronic Article Surveillance (EAS) is currently being used and managed, and the value it is perceived to be delivering in more than 210,000 stores around the World. Key highlights of the report are:

### High levels of satisfaction with EAS systems

The research revealed that 51 percent of retailers were very or extremely satisfied with their ROI. This turned into 85 percent when adding those retailers that answered moderately satisfied.

When asked about their sentiment on EAS, 68 percent of retailers reported that they were positive, and recognised the opportunity for improvement as EAS is believed to be the most effective deterrence of the Opportunistic Thief threat. The report also highlighted that store compliance was identified as one of the biggest challenges facing retailers in 2016.

### Implications

- Action needs to be taken to make changes to a store's EAS programme to amplify the risk to the Opportunist Thief
- Retailers are looking to include Security

Claims on protected products

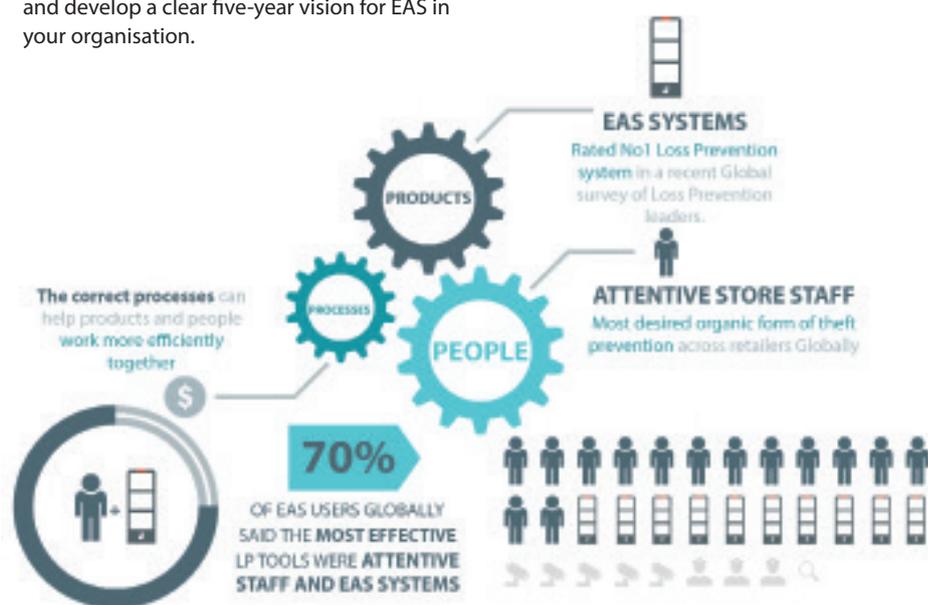
- The store wide marketing of risk is now taken into account – including public view monitors
- Move more of the tagging application upstream and away from the store
- Leverage new technologies, such as Video and RFID, together with EAS to create a more complete and integrated deterrence based approach to theft reduction

### Retailer Actions

These findings reveal five steps that retailers can take in order to better utilise in-store EAS solutions more:

1. EAS is the most effective against opportunistic thieves. Therefore, take action and develop a clear five-year vision for EAS in your organisation.

2. Declare an immediate plan of action to improve your current EAS ROI.
3. Plan and implement pilots that can prove the value of change and innovation.
4. Store compliance to EAS tag application remains the key challenge. Invest in the capacity and capability to lead the change and deliver the vision, while looking to move more of the tagging upstream and away from the store.
5. Create capability within your own supply chain and build a tracking system to get visibility to current performance metrics, to celebrate the impact of change and to hold gains.



If you would like a copy of the full report please contact your local country (see back page)

# EVOLVE-Store™

Your stores in your hands

EVOLVE-Store™ brings your People, Processes and Products together helping to create an in-store customer experience that drives a 'Sell More, Lose Less' culture.

## REAL-TIME IN-STORE ALERTS

The EVOLVE-Store™ APP provides real-time visibility of the store's sensing devices and encourages attentive staff, helping them to manage events efficiently on the shop floor to enhance your customer's shopping experience.

- Alerts staff of alarm activations, by location
- Prompts for alarm response
- Allows staff to control their systems
- Alerts staff of offline Systems, by location
- Real-time visibility of store/fitting room occupancy levels
- Provides staff real-time visibility of store traffic



## ENTERPRISE WIDE DATA ANALYTICS

EVOLVE-Store™ Analytics gives you the ability to combine, compare, benchmark & analyse your stores' performance. Checkpoint offers two software modules, providing your business with a rich, powerful analytical tool.



### MEASURE, MANAGE & MONITOR

EVOLVE-Store™ combines various sensing devices into a single, actionable, data-led solution with enterprise wide data analytics, helping you to extend the value of your Loss Prevention systems.



Create your own reports and export in Excel or CSV format



Data available by hour/day/week/month and by store



Customisable Home Page including data highlights



Accessible from anywhere, anytime

# Checkpoint

E-Mail: [ukinfo@checkpt.com](mailto:ukinfo@checkpt.com) for more details

[WWW.CHECKPOINTSYSTEMS.COM](http://WWW.CHECKPOINTSYSTEMS.COM)

2016  
WINNER



SHORTLISTED IN-STORE TECHNOLOGY  
OF THE YEAR 2016

# SecurityLabelResearch Puts Checkpoint At Top Of The Class

*TUV Rheinland verified results show Checkpoint Systems' RF labels outperform competitor products across the board.*

*The testings, independently verified by TUV Rheinland – a global provider of technical, safety and certification services – compared a range of soft tags for the key metrics that define the quality of RF security labels. The label testing compared 30 different sized solutions produced by Checkpoint Systems and other manufacturers and suppliers in the market place.*

*Whilst traditionally retailers' primary focus has been on detection, other key performance measures such as deactivation & reactivation which affect the store environment, shopper experience and overall ROI have also been tested.*



#### Increased Detection

With the need to protect a wider variety of products increasing, the development of smaller labels that offer similar detection to that of the standard labels has become a priority to retailers.

The TUV Rheinland verified results revealed that Checkpoint's 4x4 labels achieved the most consistent levels of detection. The test also found that Checkpoint's 33mm round labels performed as well as competitor's 40mm round label. These smaller and more powerful labels take up less visible space on product packaging, ensuring that branding is not obstructed and important consumer information is displayed.

#### Improving the checkout process

A fast checkout and accurate first time deactivation is crucial to minimise the number of unnecessary false alarms at store exit, improving customer satisfaction.

Part of the research focused on the ease of label deactivation for store cashiers. Achieving consistency in this area enables staff to confidently deactivate RF labels quickly, delivering faster checkout speeds. Inconsistencies leads to embarrassed shoppers and a decrease in alarm compliance – negatively impacting their investment in their Loss Prevention solutions.

Overall the results revealed that Checkpoint's labels achieved the most consistent levels of deactivation with its products consecutively ranking in the top 5, with only two competitor products featuring in the top 10.

#### Minimising reactivation

Reactivated labels can create two different issues in the store. Firstly, when shoppers bring pre-purchased tagged items into the store, triggering the alarms – known as 'tag pollution' and secondly, when labels reactivate between the point of sale and point of exit.

Two different forms of reactivation, static and dynamic, were tested in conditions designed to replicate real life scenarios. The former means labels spontaneously reactivate, while the latter is seen when labels reactivate when the product is used, which represents real life situation. Lower rates improve the shopper experience and minimise unnecessary alarms.

While a number of labels achieved zero percent reactivation on the static test, Checkpoint RF labels were proven to have the lowest reactivation rates in the industry across the static testing, with only one competitor product achieving dynamic reactivation of less than 0.5 percent, compared to six of Checkpoint's products.

The research confirmed that Checkpoint's labels add significant value to a retailer's operations, by enhancing the in store experience and improving operational efficiency in addition to reducing shrink by ensuring class leading label performance.

Alarmingly, more than half of the testing sample was shown to have a reactivation rate in excess of four percent when testing dynamic reactivation, and with over 6bn RF labels sold worldwide, this reveals a potentially huge tag pollution issue globally.

#### Ensuring successful source tagging

For those retailers or vendors that have implemented a source tagging programme involving automated label application, confidence in the ability of the RF label to survive the application process is critical. However, they generally don't have the necessary controls in place to monitor the impact their application has on the RF labels.

Checkpoint's research revealed that up to 10 percent of competitor labels are 'killed' during the application process due to Electro Static Discharge – in addition to non-functioning labels found on delivered rolls.

Following thorough testing, none of Checkpoint's labels were 'killed' during the application process, with only one other matching the performance. It's recommended that only labels recording this level should be considered as part of a source tagging programme, as retailers can be confident that their investment will deliver the highest percentage of live labels in store every time.

#### Adding value to a retailer's operations

Retailer's primary focus is on the detection, but the real pain points are felt elsewhere and the data proves Checkpoint products minimise the effects felt in these areas, maximising in-store efficiencies and the return on investment. Shrink is on the increase across most regions and verticals, though average spend on Loss Prevention is down. For this reason, it is even more important for retailers to ensure that they are getting the best value for money.

# Five Steps To Achieve A Successful Source Tagging Programme



**Flavio Musci/** *Source Tagging Director, Europe, Checkpoint Systems*

Flavio started working in the retail industry in 2001 providing end-to-end solutions for Global retailers and Brand owners. He joined Checkpoint Italy's Source Tagging team in 2007. His in-depth knowledge of the manufacturing and labelling processes, teamed with his vision for providing a full consultative service for retailers, has driven his success and in 2012 he became the Sales Director for the largest Source Tagging Division in Europe.

*Source tagging, the process of applying a security label to a product's packaging at the point of manufacture, can be easily integrated into an existing packaging line and is proven to reduce shrink, while delivering additional benefits throughout the supply chain. These include helping to increase sales, reducing out-of-stock incidents and enabling the brand's packaging to remain exactly as it was originally designed.*

A recent study into Electronic Article Surveillance (EAS) found that 107 retailers from 15 countries noted that increasing the number of vendors that source tag was moderate to very important to them (see page 6). So how can you meet their needs while ensuring it's adding value to your business? Here are five important steps to follow:

## 1. Using data

Before any verdict is made to implement a source tagging programme, a retailer's loss prevention team needs to analyse the data that is at their disposal. This will enable them to make informed choices on what products are most at risk and should be selected for a trial. Working closely with the manufacturer, the solution provider's source tagging team will deliver relevant data on the audits, enabling retailers to compare pre- and post-data on source tagged items, demonstrating a clear potential ROI. The ability to present tangible results will aid you in your quest to secure contracts to implement a source tagging process in the product line. In my experience, it's particularly important for manufacturers to engage with the financial and buying teams as well as those that traditionally speak to the suppliers and manufacturers.

## 2. Team collaboration

Following a successful trial, the real work begins. From the outset, the solution provider will work closely with the retailer and the manufacturer. From factory staff and pickers to product development teams and loss prevention managers, collaboration and communication is essential to ensure a successful project across the whole supply chain.

The solution provider's source tagging team will visit the manufacturer's factories to evaluate their operations. No two factories are the same and it is important to understand how the procedure can fit in with each suppliers' unique processes. It's advantageous if the retailer's account manager is able to fully understand the challenges of introducing a new labelling process while advising which solutions are best suited to each supplier. Its mutually beneficial for the manufacturer to work closely with the source tagging supplier, educating them on the production process and discussing how best to integrate the programme.

## 3. Testing

Once the right solution has been identified, the solution provider should complete a test and run a trial, working in close collaboration with the manufacturer to ensure compliance along the production line. Once tagged, a sample of products will be taken to the solution provider's 'Source Tagging Laboratory' to check whether the detection and deactivation is suitable for the stores in which they will be sold.

Testing deactivation ensures incidents of false EAS alarms are kept to a minimum and also means a quicker customer checkout, improving customer satisfaction levels. Of course, it is equally important to test detection so that labels are placed in an optimal detection position during the semi-automated source tagging process.

## 4. Long term solution

Once testing is complete, the source tagging programme is ready to be rolled out. A successful project is not a short term solution that can be switched on and off, it should provide added value that can result in it becoming an invaluable addition to the manufacturing process and maintained throughout a product's order cycle, with new detection testing carried out as and when there are packaging alterations. Given that source tagging allows packaging manufacturers to provide a secure solution that doesn't obscure branding or important product information, it shouldn't be a surprise that retailers can significantly reduce pilferage and ultimately look to scale-up all future product lines.

## 5. One-month turnaround

Typically, it can take up to six months to implement a source tagging programme, but this can be reduced to just a month if the packaging industry works closely with a specialist to follow these aforementioned steps to help ensure the project is successful and delivers ROI in the quickest possible time for all parties involved.

# WITH THE LARGEST DEDICATED TAGGING @SOURCE TEAM

Retailers and Vendors benefit from...

20 YEARS EXPERIENCE  
IN SOURCE TAGGING

FULL EVALUATION &  
ON SITE TRAINING

SOURCE TAGGING  
LABORATORY AND  
R&D TEAM



RETAILER  
& VENDOR

DEDICATED @Source  
ACCOUNT MANAGER



SITE SURVEY &  
PRODUCT ANALYSIS



VENDOR MANUFACTURING  
OR PACKAGING SITE VISIT



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WE WORK WITH OVER 550 VENDORS & MANUFACTURERS IN EUROPE

Speak to our @Source team today:

E-mail: [EUSourceTagging@checkpt.com](mailto:EUSourceTagging@checkpt.com)

Call: 01635 567070

**Checkpoint**

HELPING RETAIL SELL MORE, LOSE LESS



# Checkpoint Alpha High Theft Solutions:

## The world's leading innovative tools to provide a layered approach to loss prevention

**ALPHA**<sup>®</sup>  
High Theft Solutions

[alphaworld.com](http://alphaworld.com)

An interview with Irene Fernández Camín, Product Manager at Checkpoint Systems



**Irene Fernández Camín**, Europe Product Manager at Checkpoint, discusses why Alpha High Theft Solutions provide retailers with the

most innovative, connected tools in the fight against theft.

Irene has over 15 years of experience in advanced product development, manufacturing and mechanical and industrial design. She now heads up the Alpha team in Europe, working closely with retailers to diagnose the daily challenges they face in loss prevention, as well as liaising with vendors to drive the creation of solutions that suit the demands of production, quality and design issues.

### When should retailers use Checkpoint High-Theft Solutions?

Shoplifting continues to remain a significant threat to retailers across Europe and loss prevention solutions are crucial to avoid thefts. As consumers desire an open display store environment and seamless shopper experience, retailers need to determine the ideal type of anti-theft devices and security systems that best suit the display environment customers crave, while providing top level protection to their products.

Alpha is a leader in providing retailers with smart, well-designed and affordable ways to protect items that are most at risk of being stolen. We have pioneered many high theft protection formats for targeted items that carry hefty price tags, like designer handbags, or bring the retailer high margins, like razor blades. Alpha High Theft solutions are the most innovative in the field, with various solutions offering benefits, which can lead to considerable long-term savings for the company, while being easy to install & remove at point of sale.

### Why should you use Checkpoint's solutions?

As a global leader in merchandise availability solutions for the retail industry, our breadth of

international experience enables us to identify and innovate solutions that move beyond problem-solving to providing connected solutions. Retailers need an assortment of tools that can be built upon to increase levels of security wherever and whenever is necessary.

We offer trials for every one of our products, meaning it is easy for retailers to identify the processes that work most effectively to meet their needs. Our solutions deliver proven return-on-investment, often paying for themselves in both lower shrink and higher sales in a matter of months, verified by several third-party research studies.

### What are the next generation products Checkpoint is currently working on?

We continue to push the boundaries of loss prevention capabilities and are always working to find ways to expand the potential of a retailer's store, connecting a network of devices to deliver actionable, real-time data. The three that stand-out are:

#### Density Tags

This is our latest 'thinking outside the box solution', which uses new sensor technology to 'see' the product through the packaging. With a transparent disc that sticks on the



## *Theft and innovation is a cat and mouse relationship*

back of a product with a strong adhesive, this solution will not only provide enhanced loss prevention of internal contents, but also ease of application and removal with a three-year battery life in normal operation.

### **The new Autopeg design**

The new Autopeg design offers instant and easy protection of hanging items without a pin. This new design offers improved security via a single piece of material. With interchangeable tops that fit single and double hole packages, retailers can apply this device to all products

with minimal impact on the product's exterior appearance, while still acting as a deterrent.

### **EVOLVE-Store**

EVOLVE-Store is a one-of-a kind software solution and is unique to Checkpoint. It leverages a retailer's in-store loss prevention investments, providing actionable insight that can make a positive difference to operations and the bottom line. We have some exciting new developments in the near future from the High Theft range that will interact with the EVOLVE network.

### **How does Checkpoint go beyond simply providing a solution to a problem?**

With customers choosing how they want to shop and where, it is vital that in-store experiences match online services.

Checkpoint has provided the full range from analysis, consulting, installation, service, training, remote maintenance and after-sales support, meaning we can offer total solutions from a single source. We look to move beyond simply focusing on the problem at hand to ensure our solutions integrate additional business value to both the customer and consumer. Our tools and team provide the best possible return on investment for a retailer's merchandise, while enhancing the consumer's shopping experience.

**For more information on the solutions Checkpoint Alpha has to offer go online at [www.Alphaworld.com](http://www.Alphaworld.com).**

**If you would like a free 100 unit trial on any of our products, please contact your local area team (contact details on back page).**

For more than **50 years**, Checkpoint has provided the most innovative and technically advanced solutions specifically designed to:

- ✓ **Reduce theft**
- ✓ **Provide the highest level of security to ensure the protection of all valuable merchandise**
- ✓ **Aesthetically enhance the merchandising of the products they protect**
- ✓ **Increase profits by reducing theft and helping to defend your bottom line**
- ✓ **Improve ease of use – easy application and removal with minimal impact on sales process**



## Density Tag™

### What is this new technology?

The Density Tag uses a capacitive density sensor similar to a 'Stud Finder' tool to measure density variations. The sensor is effectively able to 'sense' the inside merchandise through the box cardboard, without requiring any holes in the box or pressure contact switch.

### How does it work?

The Density Tag alarming module is attached onto the box using a disposable support made of a transparent polycarbonate sled (disc) with a transparent adhesive.

Once secured onto the sled, the Density Tag will start to measure the actual product density and establish a baseline. After about 10 to 15 seconds, the Density Tag will beep briefly to indicate that it has now finished the analysis and is activated.



## StrapLok Tag™

### What is this new technology?

Unlike other devices on the market, our StrapLok Tag does not use a sensor (plunger) switch to detect the proximity against a box. Instead, StrapLok Tag dynamically monitors tension of the strap, alarming the same way a Spider does - as soon as the strap (or cable for a Spider) is cut.

### How does it work?

The StrapLok Tag uses an internal spring-loaded mechanism that will help maintain and adapt to a variation of tensions on the strap. If the strap is cut the internal spring lever moves up and hits the alarm switch. The key advantage of this approach is that pulling on the StrapLok Tag will not generate any false alarms (unlike other solutions), and the StrapLok Tag will re-adjust to any strap tension variation related to the pull.

# Stronger Detachers. Unique Code. Your Keys To A Security Advantage

*The use of counterfeit, stolen or illegally acquired detachers is on the rise and they are being used to defeat "on-product" solutions leaving some retailers with the desire to have even stronger security.*

The S3x extra-strength magnet has the unique ability to be programmed with a store-specific code. That's where the "v" comes in – the advanced encryption technology means the S3vx Detacher sends the "verification" code to the S3vx device to disarm the alarm, during which time the device can then be opened with the extra-strength S3x magnet. If the device is opened without first being disarmed by the verification code, the device will alarm for five minutes or until it receives a valid verification code.

### Benefits of S3vx:

S3vx devices will alarm unless disarmed and opened by the S3vx Detacher that has the same unique code.

In the case of a store closing or network breach, the S3vx Detachers and S3vx devices can be reprogrammed with a new code.

Once programmed, the Detacher will retain the verification code unless the cord is cut or the detacher docking station is removed from the POS.

A stolen S3vx Detacher used to open an S3vx device in another store will result in an alarm.

**Both the S3x and the S3vx Detachers are backwards compatible and are able to open any current S3 solutions the retailer might have.**



S3vx Devices Available:  
Spider Wraps® • Keepers® • Mini CableLok®



# “Wardrobing”

*The act of purchasing an item, using it, and then returning it to the store for a refund*

## The Problem:

In 2017, one in three (32%) 18-29 year olds have admitted to “wardrobing” or “freestyle” shopping online and 11% of 50-59 year olds found it acceptable to perform this buy/wear/return online action.

Londoners are the most comfortable with wardrobing – a quarter (25%) condone the practice, compared with just 9% in the East Midlands.

Wardrobing takes place in all retail arenas including apparel, DIY, sporting goods, jewellery and electronics.

*78.2% of retailers in 2014 reported wardrobing issues.\**

*In 2014 annual return fraud and abuse was estimated to have cost a total of \$17.6bn.\**

*By the end of 2014, wardrobing was up by 17% on 2013.\**

\*2014 NRF Survey

## The Solution: Shark Tag

Alpha’s Shark Tag makes it impossible to return merchandise that has been used for a full refund

A red Shark Tag placed on a garment in a conspicuous position to prevent anyone from wearing garment with tag intact

On hard goods, the Shark Tag can be placed on an item in a way that prevents use without the removal of it.

Consumers can easily remove a Shark Tag at home with household scissors by cutting across the living hinge but once removed, the tag cannot be replaced on the item.

Our retail customers make intact Shark Tags part of their return policy on selected items, without an intact tag, consumers cannot get a full refund on the garment or item. Honest shoppers will not be impacted, only “wardrobers”.



**ALPHA**  
High Theft Solutions

[alphaworld.com](http://alphaworld.com)

We work with the **TOP 3 RETAILERS** in each of these markets:

# DC Solutions Help Retailers Boost Revenue



**Dominik Brosch** / *Global Account Manager, RFID Apparel, Checkpoint Systems*

With a Diploma in Business Administration and professional IT background, Dominik started his career at Checkpoint in 2009. His combination of experience gives Dominik a very practical, hands on approach, with a technical understanding that is critical in supporting retailers with their RFID trials and projects. Based in Germany, he is responsible for supporting DACH-based companies with a Global footprint.

**Checkpoint Systems' two distribution center (DC) solutions enable retailers and manufacturers to be more productive, while improving overall shipping accuracy.**

The RFID Box Tunnel and RFID Hanging Garment Tunnel are proven to increase revenue and performance by ensuring items within each bulk shipment are accurate. Any errors are instantly identified and triaged before the shipment leaves a DC.

Valid shipments generate automatic advanced shipping notification and are sent for delivery. Once received at the intended retail location,

stores can use a simple RFID handheld scanner or reader to instantly and accurately verify shipments and ensure authenticity.

RFID and Tagging at Source deliver revenue benefits throughout the supply chain. When implemented, the process is proven to improve shipment accuracy and authenticity, as well as reducing workloads, increasing throughput at store operations and minimising costly vendor chargebacks.

These hardware solutions are available in multiple sizes to accommodate standard conveyor systems and require minimal

modifications. The tunnels are constructed of durable, fabricated metal and are insulated for sound and RF shielding – eliminating both noise and stray RFID tag reads. They mount directly to the manufacturing floor to ensure stability.

## **RFID Box Tunnel**

The RFID Box Tunnel was designed for totes, cartons and boxes in any DC environment and does not impact existing production performance. It is offered in two sizes to accommodate most standard conveyor systems.

## **RFID Hanging Garment Tunnel**

The RFID Hanging Garment Tunnel was designed for hanging goods and, like the RFID Box version, works in any DC environment. It doesn't impact production performance and is offered in two sizes.

Both solutions can be purchased standalone or in combination with Checkpoint's OATFoundation Suite to further optimise performance through its sophisticated software algorithms and hardware tuning, which provide unsurpassed performance rates, regardless of label type or orientation.

Checkpoint has already installed more than 100 RFID Tunnels to date in several large European retailers including C&A.

Checkpoint RFID Box Tunnels are equipped with the following components and advanced features:

- ✓ **RF shielding, which eliminates both noise and stray RFID tag reads**
- ✓ **Sensors, for individual box detection**
- ✓ **Innovative design eliminates stray tag reads from adjacent boxes**
- ✓ **Modular construction, which allows simple installation around existing conveyor belt system**
- ✓ **Supports high speed reading, up to 72 meters per minute, 200 maximum items per box or 2,700 boxes/540,000 items per hour**



# What If RFID Fails...

By Peter Lodder, Director Product Management & Marketing ALS EMEA

*I love to talk to people about their shopping experiences, especially when it comes to apparel retailing. The fact that some consumers will only wear particular brands, while others like to shop around make it hugely interesting and diverse.*

When you delve into why they shop around, more often than not it's because their garment or size was not in store at the time they wanted it. Therefore they tried another store for either the same item or a similar one. For the out of stock retailer that's not just losing a sale, it's potentially losing a customer for good.

Getting merchandise onto a shelf in time is the main principle of logistics and retailers have always known the importance of shelf availability. The operational side of a store is as complex as it is amazing – back in 2015 more than 4.5bn kilograms of clothing came into the EU from overseas. Managing inventory is a challenge, and the worst scenario is that stores believe they have an item when the reality is the last one was sold some time ago.

As such, merchandise availability is growing in importance, and it's all thanks to the internet. If a consumer's local store doesn't have an item then they can simply sit at home and order it online – in some cases they can even receive it the same day. Today, inaccurate inventory information can seriously damage a retailer's bottom line.

That said, digital isn't easy either. My daughter uses the internet for most of her apparel shopping and if she purchases something online, she doesn't want to wait weeks for it to arrive. Nor does she want to hear it has been back ordered when it showed as being available on screen.

However, there are now a host of solutions designed to improve inventory accuracy, while some technology is changing the game for retailers completely. I recently heard the CEO of a store say "RFID has improved merchandise availability, increased sales and minimised loss prevention. With RFID we took a big step forward," and he is completely right.

Reaping the benefits isn't easy though. It takes investment in new equipment, but the results are proven. One of the biggest choices to make

is what will be tagged in the first place, and how they will be tagged – there are a plethora of options available like RFID-enabled price tickets, self-adhesives, pocket tags, PFL, etc.

Once you have overcome the 'what label' hurdle the next questions I get asked is "what



if my products are delayed or the tags are dead on arrival?" It is a sensible question, which I will now answer.

## A what if case

One of the world's largest sporting goods customers, which sells more than €10bn worth of products online and through their stores, wanted to grow its business profitability. It knew it needed to have more stock available for customers, better inventory and prevent losses at store level. However, it also needed to ensure any new investment brought an increase of two percent on the ROI.

The retailer was losing two percent sales revenue annually, primarily because products were out of stock. Armed with this information, it wanted to improve customer satisfaction by increasing stock availability and therefore enhancing customers' shopping experience.

After reviewing the options, it asked Checkpoint Apparel Labeling Solutions (ALS) to develop a host of RFID-enabled products to support its requirements. Labels were designed, sampled and produced that were suitable for swing tickets, sewn inside garments and shipping boxes – to improve the tracking and tracing of stock from Source to Store.

But what if some of the RFID-enabled labels did not arriving at the manufacturer in time? Well, at ALS a date for shipment is always fixed. But what if some of the tags performed poorly or were even dead? At ALS each RFID-label is robust and individually tested before it leaves the factory. Two myths, busted!

## Results

The results from in-store trials showed that in one hour between 10,000-15,000 garments could be accurately counted by one person, saving store personnel considerable time, cost and effort.

With accurate data, the customer increased sales between six and seven percent, while they now have full visibility of stock location and levels. By knowing where their merchandise is, there are less out of stock scenarios and reduced overstocking of items. What's more the now fabled 'click and collect' service became more efficient and faster.

Additionally, replacing hard tags with RFID labels delivered a huge cost saving. And that's not all. They subsequently grew their business by 12 percent year-on-year and increased the number of stores by five percent – all through better stock management and having the right amount of items in the right place at the right time to ensure a high level of customer satisfaction.

Ultimately, RFID is the only way to support the notion that a customer can purchase whatever they like, whenever they like, from wherever they may be.





# Taking Fresh Meat Management To The Next Level



**Carlos Lopez /** *RFID Commercial Director, South Europe, Checkpoint Systems*

Carlos joined Checkpoint in 2006 as Commercial Director for Italy and has since managed Spain and Southern Europe. With his background in Economics and a Masters in Project Management, the last 5 years has seen him become a dynamic and crucial support for RFID projects in major retailers across Europe. He now leads the MV team in Europe.



*Food wastage is one the biggest issues facing the grocery retail industry. In Europe, every year, more than €14bn worth of beef, chicken, pork and fish is still being thrown away by retailers.*

The European Commission has taken an active role in reducing food waste and has set targets to halve per capita food waste at the retail and consumer level by 2030, while reducing food losses along the food production and supply chains. The vast majority of this waste is due to stores still manually checking their inventory, which inevitably leads to human errors.

In an effort to help retailers achieve these targets, in 2015, Checkpoint launched the industry's first food safe RFID label that can be applied to produce of all types in-store, in the factory at the point of packaging, or even at the distribution centre.

## What makes the innovation stand out from the rest?

The new RFID-based fresh meat management optimisation solution provides a positive alternative to manual inventory counts. It provides important real time, actionable product data that simply cannot be captured by old fashioned stock-taking, with the aim to decrease staff time spent replenishing expired meat, reduce meat waste, increase sales and ultimately drive profit.

Currently, most grocery retailers have no easy way to obtain information from or track fresh meat once it's packaged. Checkpoint's RFID-enabled fresh meat solution streamlines all processes in a grocery retailer's meat department.

Inventory cycle counting has always been a time consuming, manual process. The reports are often inaccurate and many retailers simply don't have the time to conduct full counts on a regular basis. More often than not this will



result in a negative customer experience and produce being wasted due to unsold stock perishing or expired stock remaining on shelf.

Checkpoint's new RFID-based fresh meat management optimisation solution provides data that enables a retailer to alert staff when a product needs replenishing, if something is going out of date, or if it is simply located in the wrong area of the store. It will allow grocery retailers to reduce food waste, while simultaneously improving customer experience and the bottom line by ensuring fresh produce is always available, markdowns

**“Currently, most grocery retailers have no easy way to obtain information from or track fresh meat once it's packaged”**

are made correctly and increased on-shelf availability of all meat products.

The technology has the capability to flag, for example, that 25 SKUs need to be put on the shelf in the next 25 minutes and that 25 SKUs are due to expire and need to be reduced. By having better visibility of where products are, retailers can ultimately manage their stock better and reduce waste.

The RFID-based fresh meat management optimisation solution is currently being piloted across Europe. It is being trialled by five grocery retailers across Spain, France and Italy.



