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Press Release

IMITATED BUT NEVER DUPLICATED

FOR IMMEDIATE RELEASE – April 30, 2009: *They say imitation is the greatest form of flattery. The pioneers at ALPHA® High- Theft Solutions finally accept the compliment and take tremendous pride in our long history of “firsts.” Our patent list has grown from 56 in 2004 to 152 in 2008. Case in point, our next leading competitor holds less than a dozen to date. That’s why retailers nationwide think of ALPHA. First.*

First. And Foremost

Spider Wraps. CableLoks. Crystal Guardé. 3-Alarm. S3 Single Key Concept. Keepers. ALPHA was the first company to develop these industry innovations. The list goes on as ALPHA focuses its efforts on developing compelling new solutions that attack specific high-theft problem areas for retailers around town and around the world.

But what’s interesting to note is the process that takes place behind these firsts. ALPHA innovators do not sit back and try to think of *possible* security solutions the market may need. They go direct to market to uncover the needs.

They work side-by-side with retailers to find out first-hand the day-to-day challenges they face. Sometimes it’s a size issue. Sometimes it’s a labor issue. Sometimes it’s an aesthetic issue. Every time it’s an issue no other previous technology has solved.

Case in point: the ALPHA Keepers™ – truly where the innovation story begins.

In the days of VHS, Keepers were the start of a long history of new and improved ways to make security fashionable yet functional not to mention profitable. According to the first study of its kind conducted by Read Hayes, Ph.D., director of the Loss Prevention Retail Council (LPRC), ALPHA Keepers significantly reduced theft while also increasing sales compared to the typical options at the control stores.

As effective as the Keepers were and are, customers turned to ALPHA again in search of a smaller footprint for larger products, and the ALPHA Spider Wrap™ was born.

This flexible, “spider-looking” technology entered the market as the first solution for larger, six-sided packages. Today, the Spider Wrap stands as one of the most copied security solutions in the industry.

More

First to pioneer security across a spectrum of merchandise, CableLoks™ started as an answer for DIY and industrial applications. CableLoks quickly became the preferred choice for high-end apparel and other merchandise because of its never-ending capabilities to adapt to hard-to-protect items like leather coats, purses and high-end denim. Customers want to touch them and try them on. Retailers want to protect them from theft. No problem, thanks to ALPHA and their uncanny ability to secure merchandise without sacrifice.

Then came Alpha's Crystal Guardé™, leading the way and pouring on the praise as the first aesthetically pleasing security solution for wine and spirits. No longer do expensive alcoholic bottles have to sit behind locked glass shelves. No longer do retailers have to sacrifice sales because consumers can't touch, feel and read what they're buying. Now that's a reason to celebrate.

Another proud product launch, and first of its kind, was the S3™ Single Key Concept, as well as 3-Alarm™ Technology. It blazed yet another undiscovered trail with unprecedented ease of use and unsurpassed security, making it the first technology to "chase" thieves outside the retail store. Customers worldwide had stores filled with a myriad of ALPHA industry innovations and wanted one key, one single convenience solution, to lock and unlock them all. Again, ALPHA listened and developed a solution that simplified retailer's operations.

More in Store

Every year, ALPHA reinvests a significant percentage of its sales revenue back into research, development and product management to continue fueling its innovation pipeline. In fact, ALPHA's target every year is that 20 percent of revenue must come from new product sales. This is a challenging goal but one ALPHA is committed to fulfilling because it benchmarks the fact Alpha continues listening to our customers and the high-theft problems they continue facing at their stores. Also in the innovation hopper is ALPHA's Green Initiative. Every product, every application, every opportunity – ALPHA continues to investigate new methods of eliminating and reusing unnecessary packaging. Recycling components and products wherever possible, and reducing carbon footprint.

Locally, nationally, globally – ALPHA (a division of Checkpoint Systems) leads the way to the most innovative and technically advanced solutions engineered to protect retailers' high-theft merchandise. For three decades and counting, every ALPHA product is designed with uncompromising security; ease-of-use; and the ability to deliver outstanding merchandising capabilities to help retailers reduce theft and increase sales. For more information on ALPHA solutions to your high-theft challenges, call Carlos Perez direct at 704.206.7849 x332.

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