

# Alpha Introduces Jewel Lok—The First Retail Security Solution That Attaches Directly to Jewelry... not Packaging...to Dramatically Reduce Shrink

Stud, Hoop and Loose Jewelry Solutions  
Ideal for Apparel and Accessory Retailers

**A**lpha® has done it again. Introducing an effective solution to one of the highest shrink categories in our industry—jewelry. Alpha's Jewel Lok™ is the first effective retail security solution to dramatically reduce jewelry shrink by attaching directly to the merchandise, not the packaging.

According to several industry researchers, moderately priced jewelry in the \$20 to \$200 range is consistently in the top five shrink categories for retailers, with losses between 15 and 50 percent not uncommon. However, jewelry is a critical component of many retailers' merchandising strategy, where aesthetic display of their center core is paramount, even more than theft prevention. Until now, retailers could combat jewelry shrink only with EAS labels applied to the back of jewelry cards, but thieves often find ways to separate desired jewelry from these labeled cards.



Alpha's Jewel Lok introduces an innovative way to protect the merchandise, not the packaging. It includes stud, hoop, and loose jewelry solutions that can be applied in-store or recycled at point of manufacture through Checkpoint's Hard Tag @ Source program. Jewel Lok is virtually invisible to the shopper, so the solution will not affect the aesthetic display. It also provides benefit denial, where the shoplifter would have to damage the merchandise to remove Jewel Lok, rendering it useless to wear or for resell. Jewel Lok can be easily removed at point-of-sale with Alpha S3™ HandKey or XT Detacher products.

"Based on customer feedback, we've created what retailers tell us is a highly desirable jewelry-protection solution," said Larry Yeager, Alpha's vice president and general manager. "Because of this, we will expand on the family of Jewel Lok solutions for other types of merchandise, like rings and watches, in the near future. If Jewel Lok can deliver back even a portion of the retailer's current jewelry shrink numbers, imagine the impact it will have on their bottom line."

During the last year, Jewel Lok has been tested at different department stores and is now available for launch.

## About Alpha

Locally, nationally, and 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 Jewel Lok or other solutions to high-theft challenges, call Carlos Perez directly at 704-206-7849 extension 332. ■

**ALPHA**  
High Theft Solutions®

