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Press Release

Checkpoint Systems Adds Alpha OptiLok Small to line of Specialized Anti-Theft Eyewear Tags for Retailers

Provides Optical Retailers With Small Version of OptiLok for Thin Eyewear Frames

THOROFARE, N.J. – July 15, 2019 – [Checkpoint Systems](#), a leading global supplier of Electronic Article Surveillance (EAS), RFID solutions and Alpha High-Theft Solutions for the retail industry, today added the [Alpha OptiLok Small](#) to its line of specialized tags to protect against retail eyewear theft.

The new hard tag follows the [introduction of the OptiLok line](#) in 2018 and offers optical retailers a small version of the same product for thin metal eyewear frames.

According to Stuart Rosenthal, Vice President of Sales for Checkpoint's Alpha High-Theft Solutions, "The ingenious design of the OptiLok offers a unique adjustability to fit many types of frames. The ease and speed of application and removal without compromising security makes this solution a win for both retailers and consumers."

Key features of all OptiLok tags include the following:

- Available in AM or RF technology
- Durable construction
- Quick application and removal
- Easy to recycle and reuse
- Unobtrusive

Availability:

OptiLok Small is available immediately.

About Checkpoint Systems, Inc. (www.checkpointsystems.com)

A division of CCL Industries, Checkpoint Systems is the only vertically integrated RF/RFID solution provider for retail. With consumer demands accelerating at an extraordinary rate driven by technology, Checkpoint delivers intelligent solutions – bringing clarity and efficiency into the retail environment anytime, anywhere. Through a unique offering of software, hardware, labels, tags and connected cloud-based solutions, Checkpoint optimizes retail operations and efficiencies with real-time intuitive data delivered throughout the supply chain and in-store resulting in improved profitability and an enriched consumer experience. Checkpoint's intelligent retail solutions are built upon 50 years of radio frequency technology expertise, innovative high-theft and loss prevention solutions, market-leading software,



Press Release

RFID hardware and comprehensive labeling capabilities to brand, secure and track merchandise from source to shelf.

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About CCL Industries

CCL Industries Inc., a world leader in specialty label and packaging solutions for global corporations, small businesses and consumers, employs approximately 19,000 people and operates 150 facilities in 25 countries on six continents with corporate offices in Toronto, Canada, and Framingham, Massachusetts. For more information, visit www.cclind.com.



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