



# What's New in Merchandise Protection?

Three new merchandise protection products from Checkpoint's Alpha High Theft line of products are empowering retailers to better protect their valuable retail merchandise. "We are excited to bring to market these three new and innovative solutions," said Stuart Rosenthal, VP of sales and marketing for Checkpoint and Alpha High Theft Solutions. "These solutions are a result of listening to customers' needs and our deep understanding of the competition and retail market. I am very proud of the work put forth by the entire team to deliver best-in-class products."

## Density Tag Critical Protection of Boxed Store Merchandise

Density Tag is so innovative that it was selected as a finalist for the Retail Industry Leaders Association's 2017 Tech Asset Protection Innovation Awards. It protects valuable items inside packaged merchandise by "sensing" presence through the box. If the item is removed from the package, the change in measured density results in an alarm. Density Tag offers the ultimate protection of the actual merchandise inside the box, helping to prevent malicious customer fraud, without the need for puncturing a hole in the packaging. Key features include:

- AM or RF technology
- 2- or 3-Alarm® (activates EAS alarm if a breach occurs, arms when merchandise is tampered with in store, and self alarms if merchandise is removed from store)
- 95-decibel alarm and flashing LED light
- Isolated sound chamber
- Easy to apply and remove by retailers
- Available in the fourth quarter of 2017

## StrapLok Protecting Boxed Merchandise with Nylon Straps

Many retailers use nylon straps around boxes to prevent consumers from opening merchandise in the store and to confirm to potential buyers that all boxed parts are inside.

StrapLok quickly attaches onto existing box nylon straps. Thanks to the dynamic tension adjustment, it is compatible with low-quality, loose straps found on boxes already pre-strapped from manufacturing. StrapLok is unique in actively monitoring the strap's tension and will only alarm if the strap is being cut. The

key advantage is that pulling on the StrapLok will not generate false alarms, and the StrapLok readjusts to any strap tension variation related to the pull. Key features include:

- AM or RF technology
- 2- or 3-Alarm® (activates EAS alarm if a breach occurs, arms when merchandise is tampered with in store, and self alarms if merchandise is removed from store)
- 95-decibel alarm and flashing LED light
- Isolated sound chamber
- Easy to apply and remove
- Tough, secure, and reusable
- Available in the second quarter of 2017

## Bug Tag 2 and Snare

### Protecting Six-Sided Boxed Merchandise, Electronics, and Display Merchandise

Bug Tag 2, one of Checkpoint's newest hard tags, is specifically designed to protect a variety of six-sided boxed merchandise and electronics, such as tablets, sell-through packaged merchandise, and display merchandise. Using it as a "line-alarm" system combined with the specially designed Snare accessory can increase its versatility. Applications include protecting display tools, sporting goods, kitchen appliances, and handbags. Used with Snare, it can adapt to curved or straight surfaces and attach to other articles. Any attempts to cut the coiled lanyard or the CableLok results in the Bug Tag 2 module alarm. Key features include:

- AM or RF technology
- 2- or 3-Alarm® (activates EAS alarm if a breach occurs, arms when merchandise is tampered with in store, and self alarms if merchandise is removed from store)
- 95-decibel alarm and flashing LED light
- Improved sound chamber
- Compact design
- Quick and easy to apply and remove
- Reusable module
- Disposable adhesive sled
- Snare accessory for securing display merchandise
- Available immediately



StrapLok



Bug Tag 2 and Snare

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High Theft Solutions