

Sensormatic anti-theft retail solutions from ADT

AD T's Sensormatic Ultra Ink tag gives retailers a dual-defence solution for their soft goods: it is a benefit denial ink tag which also incorporates Sensormatic Ultra Max acousto-magnetic (AM) anti-shoplifting Electronic Article Surveillance (EAS) technology.



The Sensormatic Ultra Ink tag stains garments when forcibly removed, denying the benefit of shoplifting.

The small and lightweight tag with its highly visible design offers an innovative solution to help remove the shoplifting motive. It incorporates Sensormatic's patented breaker plate and dispersion pad to dispense ink onto a stolen garment, denying a shoplifter the benefit of the stolen merchandise.

When the tag is removed by unauthorised force, the patented diffusion pad forces the ink against the garment – even against gravity – damaging it and rendering it unusable. The tag's ink diffuser ensures the garment is stained sufficiently with the permanent ink, which is unfreezable, non-toxic and non-flammable, to prevent wearing or reselling.

Each Ultra Ink tag contains two vials that give superior ink performance: one with indelible blue ink, the other with indelible yellow ink that have a special binding pigment for leather and other materials. The lock tags are extremely difficult to remove and will damage the merchandise if forced.

Ultra Ink also contains an embedded SuperTag II bias resonator to provide the highest EAS anti-shoplifting tag detection rate, even through booster bags or metal

carts. It is fully compatible with all Ultra Max systems – a defeat-resistant, reliable technology.

Ultra Ink also features a stainless steel pin with three rolled grooves and honed point that will not snag or tear garments. Its surgical grade steel pin has a special honed point like a sewing needle that pushes fabric fibres apart without cutting them, so it will not create a permanent hole.

ADT has also launched a comprehensive new line of Sensormatic safers with Electronic Article Surveillance (EAS) capabilities. Also known as "keepers", this retail solution can help retailers protect a wide range of high-theft products, such as batteries, razor blades, fragrances, DVDs, ink cartridges and health and beauty care items.

To prevent theft, retailers often keep these types of products behind counters or in locked cabinets that are inaccessible to customers without store employee assistance. Sensormatic safers allow retailers to securely display these items openly, giving shoppers the freedom to openly select and purchase items on their own. In turn, a more convenient display of merchandise can create a more satisfying customer experience, which is vital to retail profits.

Sensormatic safers provide retailers double security with two forms of protection. First, a safer locks the product in a secure housing that keeps thieves from the goods. Second, each Sensormatic safer includes an EAS element that will trigger the alarms of Sensormatic detection systems should a thief try leaving the store with a safer-protected product.

The Sensormatic line of safers offers retailers many options for open yet secure merchandise presentations as safer-protected goods can be easily stacked on shelves or hung on pegged displays.

The new line is available through ADT in most countries in Asia Pacific, UK, Europe and Latin America, then later this year in North America.



The newly launched Sensormatic line of safers features Electronic Article Surveillance (EAS) capabilities.

① retail.asia@tycoint.com