

RETAIL SECURITY SOLUTIONS



Solutions designed to help retailers meet challenges, gain advantages and succeed.

The retail industry is changing rapidly, and retailers must change with it in order to thrive. Start by using the power of data to your advantage.

The important role of clothing security tags within the fashion retail industry

The clothing security tag is also what we will discuss today – Why it is important? Is there actually a difference between different tags? And how does the technology work?

One of the biggest reasons for shrinkage within the clothing industry, if not THE biggest is shoplifting. So how do you take up the fight with shoplifting? Is that even a fight that you can win?

Well, we wouldn't promise a 100 % reduction in shoplifting but we will promise up to 90 %

Fashion retailers can typically reduce their external shrinkage with between 50-90 % by using the right EAS Security system. The clothing security tag plays an important role in the EAS Systems fight against shoplifting etc.

Why is it important to use EAS technology?

EAS technology is an old technology – meaning that it is reliable, well tested and high functioning. It is an easy way to protect your merchandise. The tags will sound an alarm if they come too close to the antennas. This will make it easy for your security staff to intervene when someone is trying to steal something. The antennas in themselves also look deterrent to potential shoplifters, they will if possible choose a different store to steal from instead.



Amateur shoplifters vs organized crime

In general terms the shoplifters can be divided into two groups – the amateurs and the professionals. The amateurs is the largest group and represent around 85 % of the shoplifters. They are easier to spot than the professionals and are usually caught by your EAS system as long as items are correctly marked up. They are in many cases not aware which labels are the actual alarms (they can look very much just like a barcode) or you can hide labels inside of packages to make them hard to remove before stealing.

The organized shoplifters, the professionals, are usually harder to spot. They may case a store well in advance of the actual theft. They know how the labels look and which tags that they can open, and they usually go after the most valuable items that is easy to resell. Sometimes the organized shoplifters bring prepared bags, with a metal foil on the inside of the fabric, this reduces the signal from the tags by so much that the shoplifters can take them through the antennas without an alarm. To avoid this you can integrate

your antennas with metal detection, which will send a silent alarm (a light behind the cashier and notifications to your phone) already when someone enters your store, giving you the possibility to surveil this person when they are in the store and not giving them a chance to continue with the planned theft.

AM Antenna:

AM antennas have a wider detection range than other types of systems. This makes them ideal for larger shop entrances. AM technology works on a lower frequency than RF. Therefore it is perfect for use with liquids and metallic objects as there is less disruption of the signal.

RF Antenna;

RF antennas and RF technology is the most common type of EAS systems and is widely used by fashion retailers. However, the high frequency signals it uses makes it unsuitable for protecting liquids and metal items which effectively weaken the signal and prevent the alarm from triggering. For these types of products, AM or EM technology is preferred.

EM Antenna:

EM antennas and EM technology is a niche solution that works great for libraries and DIY stores. It has the advantage of using small, thin adhesive labels which can be deactivated and reactivated. The discreet security labels are read by a security scanner, allowing books to be checked out on deactivation and the later checked back in when the EM label is reactivated.

Consumables:

When you buy Gateway tags and labels they come with our quality mark. This means that they are:

- Fire-resistant
- Quality-controlled
- Tested in our own facilities
- Shock-resistant

To make our tags fire resistant we add a special metal foil on the inside, in combination with a plastic that gives off a distinct smell when exposed to fire. We quality control and test in our own facilities in Motala, Sweden. The tags are shock-resistant due to a higher quality casing which protects the sensitive components on the inside.

Concept tags:

A unique, symmetrical design with convex outer edges and integrated PinHead and TagHousing. Impossible to remove unauthorized. The tag fits perfectly on the clothes and gives maximum security. It is, with other words, the worlds most advanced and safest tag.

Concept tag is based on the idea of being reusable, replaceable, disposable and recyclable. You can optimize the tag on all levels for an advanced production. The garments will be protected by the Concept tag from the production, transportation, transit, warehouse handling and in the stores until they get released by the worlds most advanced detacher – the Concept detacher. Built-in RFID chip is available as an add-on.

The price for Concept tags will probably be lower than your administration costs on your current tags and work together with existing EAS system, no investment in new technology is necessary.

AD Holder

Add advertisement in a quick and easy way, impossible for customers to miss.

GATEWAY SYSTEMS Available

- Store Protect Premium
- Store Protect Silver
- Store Protect Silver Solo
- Store Protect Silver XL
- Store Protect Silver XL Solo

Website – <http://www.gunnebogateway.com/am-antennas/>

COVID-19 Retail Security Needs:

Solutions that help to protect employees, customers and assets, and also tools that help to adhere to today's recommended in-store guidelines and procedures are offered.

Help protect your employees, customers and assets

Check for elevated body temperatures of employees working in such areas as distribution centers with fixed or handheld thermal video cameras

Partition and contain retail and customer service areas using plexiglass sneeze guard partitions to help protect the health and wellness of customers and employees

Support protection of high-risk items during tough economic times which may result in spikes in shrink with a Source Tagging program. This helps to keep more essential, high-risk items protected – including meat products – with consistent label placement at the point of manufacturing

Minimize merchandise handling, eliminate in-store tagging, and create better spacing between customers and employees with a hard tag recirculation program ideal for soft-good retailers. Merchandise arrives floor ready with hard tags that have been cleaned and applied by the apparel supplier

Promote adherence to recommended guidelines and procedures

- Monitor and manage customer and staff traffic to support distancing and personal safety measures
- Advise retailers of occupancy levels in store to adhere to social distancing guidelines
- Enable inventory accuracy to support curbside pickup, Buy Online Pickup in Store (BOPIS) new shopping behavior
- Help keep store shoppers informed of store conditions and important safety messages
- Remote monitoring and servicing of video, EAS equipment, traffic, intrusion, and access control system

Facilitating Smart Frictionless Checkout:

Checkout is the final moment shoppers will share with, the last one to influence their satisfaction and likelihood to return. Solutions are offered to make the checkout experience fast, friendly and efficient.

Let us improve your business!

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