



concepttag

## THE WORLD'S MOST SECURE TAG

Revolutionary new design will reverse increasing problem of illicit tag removal

# STANLEY®

Security

“According to our research in the UK, USA and around the world, shoplifting is the single biggest shared challenge facing physical retailers today; costing them billions annually and rising, year on year.

Retailers tell us that the lack of an effective deterrent is a major concern...”

Adisa Banjano - Survey Director  
Retail Fraud Survey

## The Concept Tag World's most secure tag

STANLEY Security would like to introduce **Concept Tag**, the most exciting advance in EAS tagging since the retail security tag industry was born almost 30 years ago.

### Almost impenetrable design

The **Concept Tag** is unyielding when faced with shoplifters, its almost impenetrable anti-theft design makes it resistant to even the most persistent and determined of thieves.

With the launch of The **Concept Tag**, retailers can now look forward to a reversal of the ever-growing problem of 'illicit tag removal'. For many years now the apparent ease at which security tag releasers can be purchased via the internet has resulted in a dramatic increase in retail stock loss and retail loss prevention.

### Unique locking mechanism

The **Concept Tag** is a revolutionary new EAS tagging design that is removed in a totally unique way. It's almost impossible to replicate the way in which the security tag is removed; even trying to force the **Concept Tag** off would require more than 50kgs of pressure. It is simply not possible to put this amount of pressure through an implement such as a screwdriver whilst holding a tag. Such attempts would result in damage to the garment or potential injury to the shoplifter.



## Revolutionary new design will reverse increasing problem of illicit tag removal

### Investment in development

The **Concept Tag** has been over 10 years in development and millions have been invested to bring it to the retail security tagging market. STANLEY Security believes that this commitment to launch the world's most secure tag has been worth it and finally retailers can look forward to winning the battle against shoplifting.

There is a significant Health and Safety advantage as well, in that pins will no longer be left on the floor or in pocket or hoods. This has been a major problem for many retailers and retail security systems, with customers pricking themselves on these discarded pins, which have been removed by thieves after they have stolen product from the store.

### Longevity and better performance

Only the best quality, which means copper wound coils and electronic-grade capacitors. This not only guarantees longevity, but also provides dramatically enhanced performance. This is particularly noticeable in high-interference environments where the use of poor quality EAS tags result in intermittent response on the EAS system, which in turn produces higher stock losses.

Tim Edwards, Profit Protection Director at JD Sports commented. ***“JD report losses down 50%, thanks to new tagging system. Concept Tag “Saving millions. Following extensive trials, JD has seen a 50% reduction in losses at their Oxford Street Store.”***

It is calculated that a roll out of this innovation across a typical retailers estate, with an average 1% stock loss, would be add a 4% - 5% increase in pre-tax profits.

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*“The idea of the Concept Tags is brilliant; the fact that any shoplifter who’s coming in with a de-tagger will not be able to de-tag any stock is re-assuring. Within a few weeks of using the Concept Tag we have seen a significant decrease in theft, I think people are put off by the fact that even if they manage to steal something, they won’t be able to take the tags off without damaging the product.”*

JD Sports - Stratford

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