

Behind the Code

News and Trends in Labeling & Security

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Theft Deterrent Labels

Today's economic climate poses a very real threat to retailers' profitability, although the threat is not always related to a reduction in consumer spending. Increasingly, retailers are discovering more ominous violations threatening their ability to sustain their livelihood.



According to a recent article entitled, *Tough Economy Leads to Increased Employee / Consumer Theft*, shoplifting is on the rise in retail. The article posted on The Gourmet Retailer website June 24, 2008 asserts that "Wages aren't keeping up with inflation, especially the price of food and energy. It just leaves less money for everything else. And that breeds a lot of temptation." (author unknown)

The act of label or price switching is a common form of shoplifting. In addition to the economy, cutbacks in store personnel and the implementation of self-checkouts are contributors to the rise in this type of store theft. In-store conditions are not likely to change any time soon. But there are ways for retailers to deter price switching - and we can help.

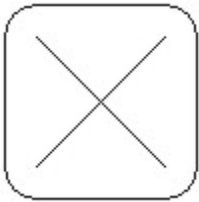
"Requests for security labels are up over 100% from two years ago," reports Karen Euse, Avery Dennison's Manager of Supplies Engineering. Security labels generally involve die cuts or slits through the face paper that prevent the label from being removed without tearing apart. The following label images are some examples of security labels currently being utilized by Avery Dennison retail customers.

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How Security Labels Function to Reduce Theft

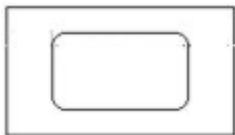
The following security labels use patterned cuts to prevent removal. They are effective on paper face stock with permanent adhesive only. If a removable solution is required, an alternate design utilizing synthetic material will be necessary.



The “X” security cut tears apart from the center when removal is attempted.



A series of security cuts in the price field of this label will cause multiple tears through the price when removed.



Data printed in the middle portion of this label stays on the product if the label is removed.



“Bow tie” patterned security cuts remain on the labeled item when the label is removed.



Slanted security cuts at the edges cause the label to break into pieces when lifted.

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Avery Dennison's team of supplies engineers have developed security label solutions for products ranging from unfinished doors to gifts and fine china.

When choosing a theft deterrent solution there are some important factors to consider. Identifying the source of the problem and the items being targeted will help determine which items to label. The shape and material of the product to be labeled will effect the label construction required. Finally, the retailer's ultimate goals, (what they hope to accomplish, and how permanent the solution can be) will enable supplies experts to engineer a product perfectly suited to the environment and usage.

Another economy-driven trend taking place in retail is price increases. As retailers pass their cost increases to the consumer, they will begin to mark up their products.

Avery Dennison's markup labels are produced with a tamper proof opaque adhesive. The markup label can be applied on top of the "old price" and prevents its visibility. When the markup label is removed, it will deface the tag or label it is adhered to, making it impossible to read the price underneath. Tamper proof opaque is the optimal product for markups.

RFID Theft Deterrent Labels

Avery Dennison recently partnered with Electronic Inventory Solutions, (EIS) on the successful deployment of a RFID-enabled theft deterrent solution installed at Santa Fe Optical in New Mexico.

EIS designed and installed the solution which is expandable to enable inventory management functions as well as theft deterrence. The system utilizes Avery Dennison RFID pre-encoded and preprinted labels which attach unobtrusively to the expensive designer frames that were previously being targeted by thieves.

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The label design was created by Avery Dennison's Supplies Engineering Team to meet the requirements of the end-user, (Santa Fe Optical) and our partner, (EIS). To read more about this solution you may download the case study at:

[Avery Dennison Case Study Santa Fe Optical](#)

RFID Journal featured this story in its September 11, 2008 edition. You may access that article via the following link:

[RFID Journal Article](#)

Considering a Theft Deterrent Labeling Solution?

We are experts in the retail supply chain employing some of the most talented and experienced Supplies Engineers in the industry. We can customize a labeling solution to help you deter theft, increase efficiency, accuracy, customer satisfaction and reduce your labor costs.

FREE CONSULTATION:

Avery Dennison's experts will analyze your operations and work with you to determine which labeling solution is right for you.

Call your Account Manager to schedule an analysis and stop losing money to theft and inefficient labeling operations.

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