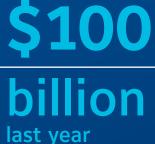# Retail shrink is a universal foe

Which EAS anti-theft technology works best for you?

Global retail theft cost nearly

$100
billion
last year

34%
shoplifting
alone

From big box chains to tiny boutiques, retailers use Electronic Article Surveillance (EAS) systems to reduce shoplifting and protect profits.

Acousto Magnetic (AM), Radio Frequency (RF) and Radio Frequency Identification (RFID) EAS systems are options available to most effectively meet retailers' needs.

Choosing the best technology for your business

Storefront

Acousto-Magnetic
- Wide detection coverage; pedestals concealed or discreet options
- Highly immune to spurious signals common to store environments; fewer nuisance alarms
- Maximized floor selling space with minimal restrictions on placement of tagged merchandise

Radio Frequency
- Wide detection coverage; pedestals and discreet options
- Vulnerable to nuisance alarms caused by electrical interferences from common store sources
- Susceptible to interference from metal doors or edging, some reduction to selling space

Radio Frequency Identification
- Wide detection coverage; overhead, pedestals, concealed or discreet options
- Unaffected by spurious signals common to store environments; fewer nuisance alarms
- Designated storefront tag free zone reduces nuisance alarms; some impact to selling space

Choosing the best technology for your business

Merchandise categories to protect

Acousto-Magnetic

- Range of hard tags and robust labels to protect wide array of merchandise categories
- Works well on liquids, metals and on products with foil packaging; immune to body shielding
- Labels can be reused and reactivated

Radio Frequency

- Broad range of hard tags, along with flat profile labels ideal for packaged goods with flexible application options
- Performance degrades on liquids, metals and products with foil packaging; not immune to body shielding
- Labels cannot be reactivated

Radio Frequency Identification

- Broad range of swing tickets, labels and hard tags suitable for multiple merchandise categories
- Performance degrades on liquids, metals and foil packaging; not immune to body shielding
- Tags and labels can be reused; item-level data can be encoded for inventory intelligence solutions

Other considerations

Acousto-Magnetic

- Custom integration of deactivation with various barcode scanners
- Connectivity to Shrink Management as a Service (SMaaS) reporting platform for data analytics and remote equipment management
- Select systems are RFID ready for migration to item-level intelligence

Radio Frequency

- Easy integration of deactivation into "EAS-ready" barcode scanners
- Connectivity to Shrink Management as a Service (SMaaS) reporting platform for data analytics and remote equipment monitoring
- Select systems are RFID ready for migration to item-level intelligence

Radio Frequency Identification

- Integration with POS and inventory management solutions for item-level visibility
- Connectivity to TrueVUE platform for inventory intelligence and shrink visibility
- Migration path to RFID item-level inventory data

For additional information, please visit **www.sensormatic.com**

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