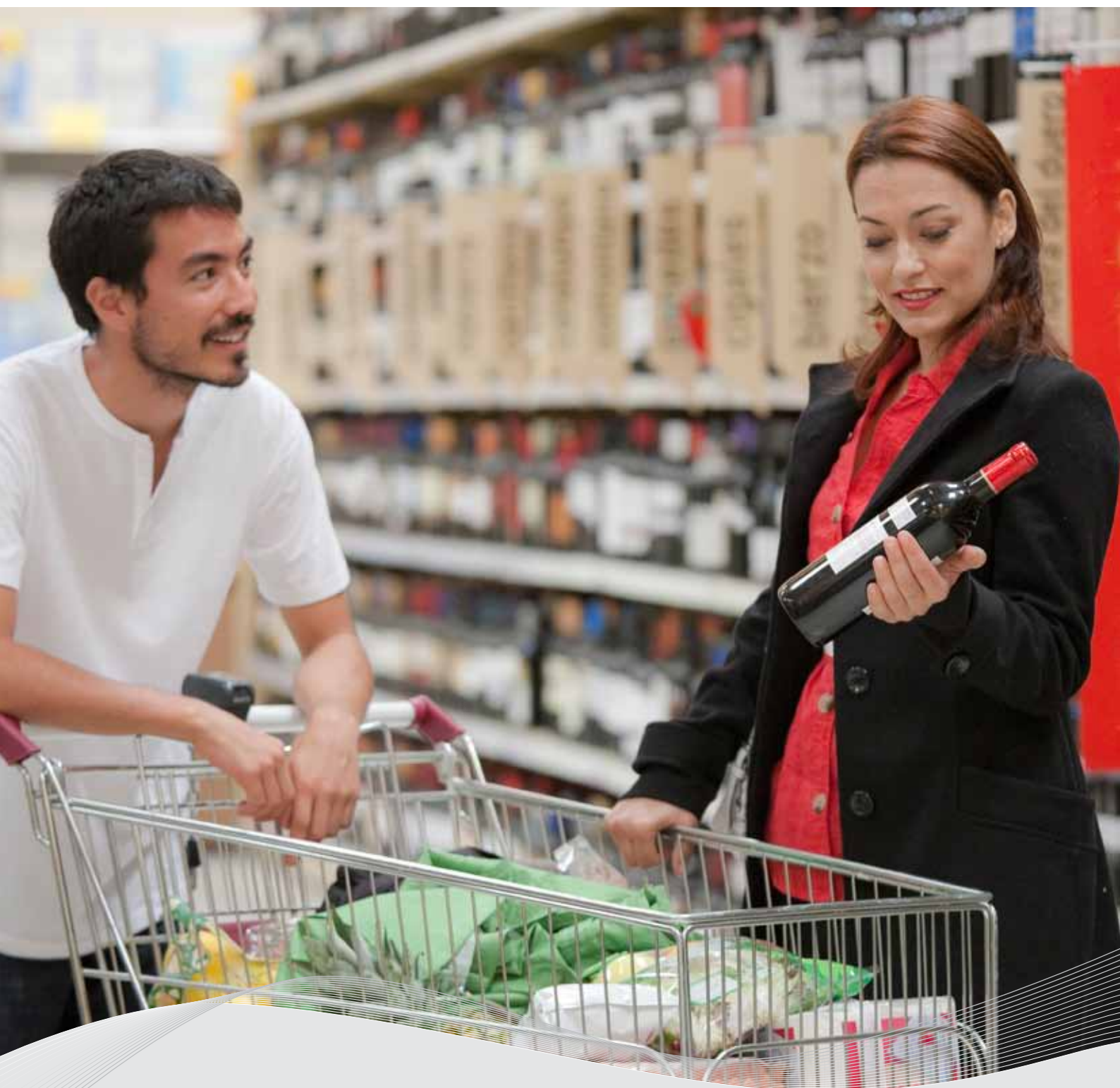


Growing Sales Through Shrink Management



SOURCE TAGGING

SELL MORE, LOSE LESS

Modern retail faces continuous pressure to achieve increased sales and greater efficiency.

Source Tagging, a critical component of Solutions@Source, facilitates these goals by accelerating speed to shelf, reducing handling costs, and facilitating self service sales formats.

It also ensures the uniform and universal protection of merchandise through the secure integration of Radio Frequency Electronic Article Surveillance (RF EAS) tags during merchandise manufacture.



FOOD RETAIL: TECHNOLOGY TRENDS



Driven by the opportunities afforded by RF EAS, more than **80%** of major grocery distribution chains in EMEA have now adopted this **de facto** technology standard.

This in turn has driven a steady rise in demand for suppliers to electronically tag their merchandise at source.

Source Tagging is today a common practice with over 1 billion products delivered to retailers tagged and shelf-ready every year.

COLLABORATIVE TRENDS

Technological standardisation in food retail has led a number of multinational brands to **collaborate** with key retail client to find mutually beneficial Source Tagged merchandise solutions.



Visible Secure Signage

The impact of Source Tagging on shrink can be further enhanced by the use of Visible Secure Signage. Retail trials suggest that theft can be reduced by a further 80% when RF tagging and visible signage are combined.



SOURCE TAGGING BENEFITS



- **Operational Savings:** virtual elimination of in-store tagging for key categories
- **Speed to Shelf:** merchandise arrives secured and shelf-ready
- **On-Shelf Availability:** effective replenishment and reduced shrink
- **Sales Improvement:** open merchandising is enabled, promoting customer friendly self-service sales
- **Point of Sale Efficiency:** faster throughput thanks to one-step remote deactivation
- **Product Presentation:** improved as security becomes integrated and invisible
- **Shrinkage Reduction:** universal and uniform tagging of risk items

PERFORMANCE SOLUTIONS

In response to client needs, Checkpoint has developed a range of specialised high performance labelling solutions for product categories including Fresh Meat, Health and Beauty, and Wines and Spirits.



- **Food** solutions include **ISEGA** certified direct contact Food Safe RF labels for fresh meat
- **Health and Beauty** demands have driven the development of the world's smallest functioning RF label for high risk cosmetics
- **Wines and Spirits:** Wafer thin low profile labels able to withstand industrial application processes have been developed for high speed bottling lines

SELL MORE, LOSE LESS

Client experience demonstrates that Source Tagging can help increase sales up to 30% and reduce shrink in excess of 60%.



RADIO FREQUENCY: GREENER BY DESIGN

Checkpoint RF EAS energy consumption is lower than any other EAS technology.



All Checkpoint solutions are RoHs compliant

GLOBAL LOGISTICS

Source Tagging requires a reliable service to ensure that the right RF labels are delivered where you need them, when you need them. Check-Net® makes this possible.

Check-Net®, Checkpoint's web based global logistics platform, provides global visibility for **Vendor Compliance** and **Quality Assurance**.

On-line 24/7 ordering is supported by local delivery from more than **30 strategically** located service points throughout Europe, Asia and the Americas, placing Checkpoint service where clients need it most.



CHECKPOINT SERVICE



Checkpoint's global team of experienced professionals offers uncompromising support at all stages of the **Solutions@Source** implementation process.

From retail inception, to logistics, and manufacturing integration, Checkpoint delivers a comprehensive service built on **30 years** of experience to ensure successful programme execution.

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Helping Retailers Grow Profitably