

## **Major retailer puts its weight behind new tagging system designed to “reclaim ground lost to criminals over last 15 years”**

JD Sports has trialed a new tagging system called the “Concept Tag” with “game changing” results.

The product of a collaboration with Swiss manufacturer Agon Systems, the tag has been trialed by JD at their Westfield store, which welcomes around 80,000 visitors a week.

The results have been excellent, with crime levels being significantly reduced and crime being displaced to another JD store nearby, demonstrating an ability to drive crime away from stores using the new system.

“EAS no longer provides a cost effective way to protect our stock. It’s time that tagging moved on and this is where the Concept Tag comes in...

The Concept Tag successfully addresses the shortcomings of current tagging systems to drive crime out of our stores...

Based upon our actual in-store experiences, I see this as having the potential to return to us the benefits tagging provided us with over 15 years ago” comments Tim Edwards, Group Loss Control Director at JD Sports Fashion Plc.

Edwards’ position would appear to have been vindicated, with the Concept Tag scooping the Best Newcomer Award and also a Highly Commended award for Most Innovative In-Store Surveillance Solution at the prestigious loss prevention industry Fraud Awards last week.

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### **Notes to editors**

JD Sports Fashion Group employs 15,000 people across six European countries, with over 900 retail outlets and distribution functions.

Agon Systems is a manufacturer of Electronic Article Surveillance (EAS) equipment based near Biel, in Switzerland; [www.agon-systems.com](http://www.agon-systems.com)

The Fraud Awards showcases and celebrates the very best in retail fraud and loss prevention, people, processes, strategy and technology and are adjudicated by an independent panel of judges taken from leading UK retailers.

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Photography are also available for publication.