

The World's Most Secure Tag

CONCEPTTAG

Security tags that are impossible to defeat with hooks or magnets.

In 2011, development started on a better, more secure design of security tag than anything that existed on the market.

A four-year development cycle with a global athleisure retailer followed. By the end of the multi-location trial, average stock losses through theft had reduced by as much as 75%.

The impact was clear. The benchmark for profit protection had been raised.

In 2015 the Concept Tag was officially launched, and immediately started putting the power back into the hands of retailers.

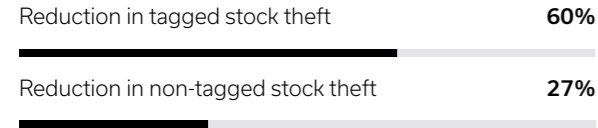
It has since been recognised as an award-winning and industry-leading product. The most exciting advance in EAS tagging for over 30 years, it has found a home with some of the biggest high-street retailers – including John Lewis, River Island, JD Sports and Matalan.

Alongside the success it has seen in the UK, tens of millions of tags have been sent across the globe to help retailers displace criminal activity and increase sales. The Concept Tag can now be found in over 20 countries, including the USA, Australia, Canada, Germany, France, Russia, Chile, Mexico and Colombia.



High street fashion brand

RIVER ISLAND



River Island is one of the biggest names in British high street fashion. They first installed the Concept Tag in four stores in 2016, including their largest store, Marble Arch Park House on Oxford Street.

The retailer used an incremental rollout of the Concept Tag to confirm its effectiveness in a number of locations in different countries, with the system showing its capability in every one.

Concept Tags were sent to a further ten stores across the UK, as well as two in the Netherlands and Sweden.

During the trial, River Island deployed an RFID solution to all stores, enabling them to track **inventory accuracy to 97%** and provide a clear picture of their stock losses, as well as see clearly the effectiveness of the Concept Tag.

Over the course of the trial, River Island experienced a large drop in tagged garment theft - over half of their total estate - whilst seeing a reduction in non-tagged item theft as well.

Following these results, the Concept Tag has been rolled out to almost **200 of River Island's stores** - over half of their total estate - with over **two million tags** now protecting their stock.

When we agreed to trial the Concept Tag I knew it would help reduce our retail losses from theft. However, I didn't expect it to be as effective as it's been so far - or so quickly.

Helen Tierney
Senior Profit Protection Manager, River Island



Global athleisure retailer sees losses reduced by 66%



Reduction in tagged stock theft

66%

The Concept Tag was produced following five years of dedicated research and development, the final two years of which saw JD Sports help test and perfect the technology.

Subsequently, JD Sports installed the tags in its brand-new flagship Oxford Street store. When measured against an average store, **losses were reduced by 50%**. But this is no average store; with over 35,000 sq ft spread over three floors, 65,000 Concept Tags were in use.

Finally, the trial was extended to seven regional flagship stores across the UK and Europe. Once again impressive loss prevention statistics were measured – with an average of **66% reduction in tagged stock theft**.

In 2017, JD Sports moved ahead with rolling out the Concept Tag to all their stores in the UK, mainland Europe, and Australia.

JD Sports now has over **five million** Concept Tag protecting their stock.





Leading UK value retailer rolls out Concept Tag across full estate.

MATALAN

British retail and homeware retailer Matalan started working with the Concept Tag in 2017, with an initial trial seeing the system installed in three stores.

Following the culmination of this first testing period and evidence of a significant drop in tagged garment theft, the brand's internal audit team greenlit an order that has seen **105 of their stores** across the UK now fit with the Concept Tag.

The move also saw **800 Concept Releasers** fit across their entire estate of stores in anticipation of a much wider rollout in the near future.

Finally, to ensure that the Concept Tag system is used to its full capability, all of Matalan's staff were given access to the Concept Tag Training and Development Platform – a progressive web app that contains a suite of training information explaining how to attach and remove the tags safely.

Frequently asked questions

Will the Concept Tag work with my current EAS system?

Yes absolutely. The Concept Tag is available in either RF or AM and will work on your existing system without any modification.

I currently use a Sensormatic Power Releaser. Will I have to have another hole cut in my till area?

No, not at all – the Concept Releaser will fit into the existing Sensormatic hole.

How is the Concept Releaser fitted?

One of our engineers will visit your premises and, using a template, cut out a hole for the Concept Releaser to fit into for a flush, seamless finish. Should you have a glass-topped till area, however, we would look at other fitting options.

Do I have to have ink in the tags?

No, the Concept Tag is available with or without ink.

What colour is the Concept Tag available in?

Generally we hold stock of black tags, however for larger orders you can choose any colour to best fit your brand.

What's the lead time for orders?

For standard tags it can be a matter of days (depending on volume). For orders that include a specific colour or print, lead time is usually 10 to 12 weeks.

What will it cost me to trial the Concept Tag?

Effectively nothing. If you don't see a reduction in losses from theft within the agreed trial period, we guarantee to refund your money back.

What printing can we have on the tag?

Our stock tags will have the standard warning sign in English, however we are also able to offer any style or format of printing you require. If you would like a foreign language warning or to have your brand logo printed on the tag, it's not a problem.

What kind of results can I expect from using the Concept Tag?

In tests carried out with a number of multi-national retailers, selling a range of brands from very expensive to budget, losses were proven to be reduced by 50% to 75%.

What's the typical ROI (Return on Investment)?

If the equipment is leased, the ROI is immediate. If you buy the equipment, we would expect a typical retailer with average industry losses to see an ROI within 12 months.

Do you have any training material on how the Concept Tag and Releaser works?

We have produced a range of short training videos to help train shop floor staff how to properly use both the Concept Tag and Concept Releaser.

What happens if a Concept Releaser fails to work?

All Concept Releasers have a three-year guarantee. Should one be found to be faulty in this time we will replace it.

What happens if we want to use the Concept Tag on thicker garments, such as padded jackets?

We can supply pinheads which have a slightly longer pin for this purpose. These come with a white dot on the pinhead to help differentiate them from the standard length.

What happens if we want to use the Concept Tag on garments we don't want to pierce with a tag, such as waterproof jackets?

We have a Concept Alarm Tag option for this purpose – this device has the same locking mechanism to the standard Concept Tag and is released by the Concept Releaser in the same way. Should the Alarm Tag be cut, or taken through the store security gate, the alarm will sound.

Our guarantee

The Concept Tag is proven to reduce crime and guaranteed to cut retail theft.

If your stock take shows 0.5% or more in shrink, we can save you money.

With an excellent track record of delivering positive results for retailers, we're so confident in our products that we now offer the following guarantee:

We are so confident in this product that we guarantee that you will see a minimum of 30% reduction in your losses, or we will refund your money*.



*Money back guarantee during trial period only.

CONCEPTAG

concepttag.com