

## **MEDIA RELEASE**

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### **ADT Security appoints National Source Tagging Manager**

ADT Security has appointed Lorraine Chisholm to the position of National Source Tagging Manager for the retail security business in Australia. Chisholm will report directly to Phil Brown, National Retail Manager (Sensormatic®), ADT Security Australia.

Based in ADT's Melbourne office, Chisholm takes up the role following a period with Westbury Packaging where she was responsible for successfully developing made-to-order imported packaging for Australian manufacturers.

The appointment follows growing interest in Acousto-Magnetic (AM) source tagging as retailers seek more efficient and foolproof methods of protecting their goods from shoplifters and reducing the labour costs traditionally associated with security tagging. Chisholm will be instrumental in assisting ADT's Sensormatic customers in determining how AM source tagging can benefit their business.

“Retailers worldwide are increasingly looking to industry experts to learn how source tagging can assist their business by dramatically reducing shrinkage,” said Phil Brown. “The success of AM source tagging in reducing shrinkage has led major chains to extend tagging to all products over a specified dollar value, making it the frontline defence against theft.”

Advances in Electronic Article Surveillance (EAS) technology are also enabling more products to be tagged than ever before.

“The Sensormatic® range of EAS solutions continues to offer retailers the highest degree of protection from shoplifting. Newer tags are smaller, more easily applied by consumer good manufacturers and more difficult for shoplifters to defeat than ever before. Also, technological advances are making it possible to AM source tag a wider range of goods, including metal and liquid products,” said Brown.

Source tagging is the process of embedding an anti-shoplifting label into a product's primary packaging or into the product itself at the point of manufacture. The Sensormatic® range is exclusively supplied by ADT Security.

More follows

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**ABOUT ADT SECURITY**

With more than a century's worth of experience and providing electronic security solutions to more than seven million residential, commercial and retail customers worldwide, ADT Security is the world's largest electronic security company. ADT Security's products include alarm systems and integrated security applications that link access control, CCTV, electronic article surveillance and source tagging systems. [www.adtsecurity.com.au](http://www.adtsecurity.com.au)

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