

## Why should you Source Tag with Ultra·Max, Sensormatic's Premier Electronic Article Surveillance (EAS) Technology?

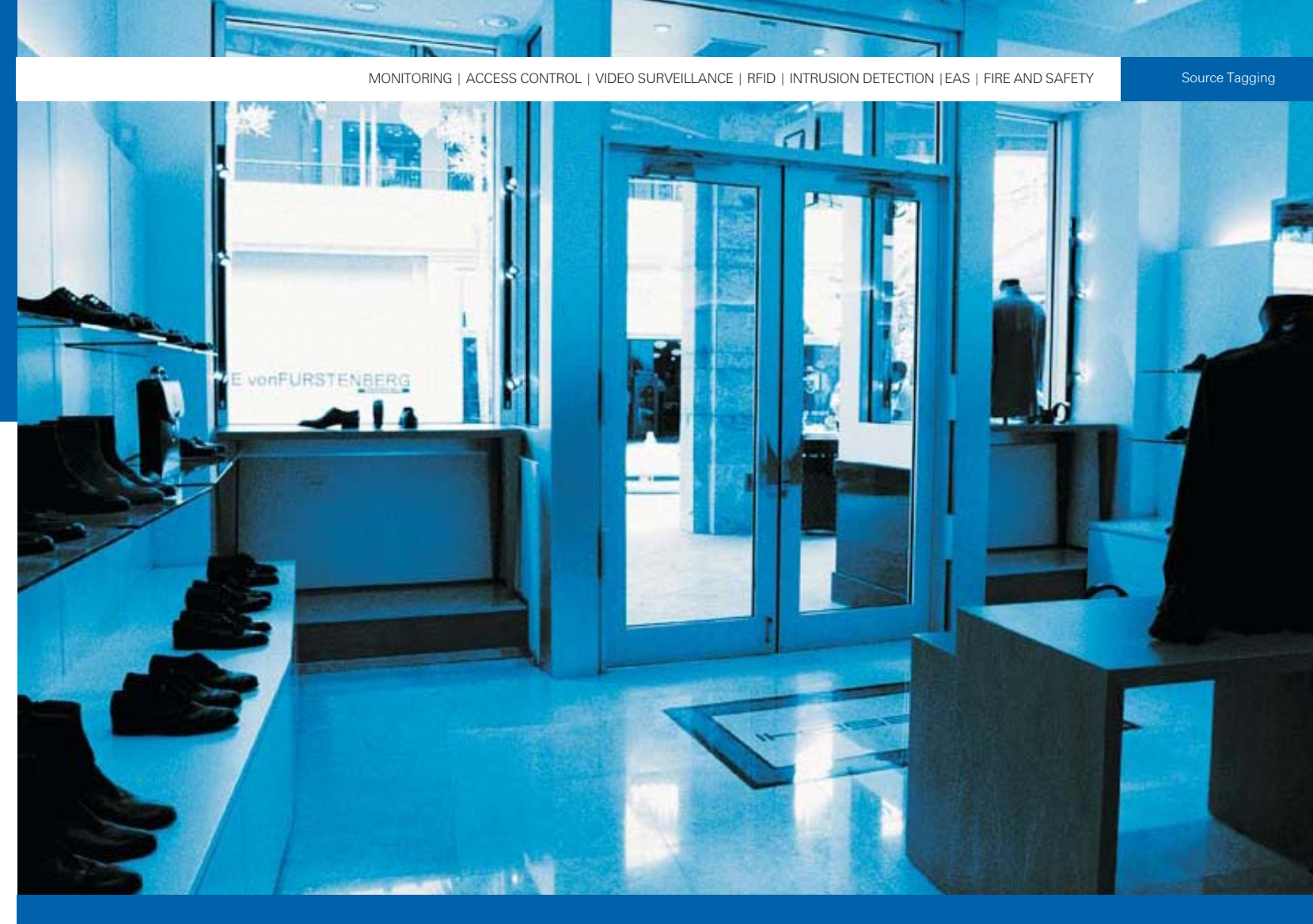
Sensormatic Ultra·Max anti-theft technology is the optimal technology for source tagging. The small thin Ultra·Strip label enables retailers and manufacturers to protect food, over the counter goods, health and beauty care, general merchandise, apparel, automotive, multimedia and hardware products. Simply put, this technology provides retailers with the highest anti-theft performance available.

### Ultra·Max Superior System Performance

- Superior detection and deactivation with all products, including those containing foil, liquids or non-ferrous metal
- Widest exit coverage available
- Virtually false alarm free
- Unlimited activation / deactivation
- Not affected by body detuning
- Integrates directly into products

### Best label for source tagging

- Smallest label footprint
- Multiple label formats
- Most durable label available
- Highest label application speeds



## How do I get started with Sensormatic's Source Tagging Solution?

### Talk to your retail buyer:

- Discuss company philosophy on source tagging
- Define which products will be tagged
- Determine a start-up date for shipping tagged merchandise
- Discuss the opportunities for increasing product orders and market share through source tagging

### Contact Sensormatic:

- Learn more about source tagging and Sensormatic's complete line of security solutions
- Obtain a list of retailers with source tagging programs in place
- Let us assist you in analyzing the correct label placement for your products
- Get a recommendation of the most efficient label application procedure
- Protect your own manufacturing or distribution center with EAS and Ultra·Max
- Inquire about bulk deactivation equipment
- Order Ultra·Strip labels for testing or application

Visit us at [www.sensormatic.com](http://www.sensormatic.com)  
or contact your local ADT representative

Tyco's Sensormatic—  
The World Leader in Providing  
Source Protection Against Theft

*"We view source tagging as a major contributor to the reduction of shrink"*

Brand Elverston  
Director, Loss Prevention Operations Development  
Wal-Mart Stores

## Why Source Tagging?

Source tagging is the process by which anti-theft labels are inserted into merchandise during manufacturing or packaging. Once implemented, source tagging can help increase product sales and profitability by enabling retailers to maximize merchandising techniques and product assortments. It also allows manufacturers to protect their products and provide floor-ready merchandise to their retail customers. Additionally, Sensormatic's source tagging can bring new levels of efficiency to inventory management and is an integral part of the retail process.

With source tagging, product reaches the store already protected without altering its image and without damaging the product. All types of products can be protected such as textiles and non-textiles. Examples include: perfume, cosmetics, house linens, decorative articles, shoes, clothing, beverages, pain killers, electronic products and multimedia.

### Source Tagging Works

Proven as a valuable management tool, source tagging is an integral part of the retail process and provides significant benefits to all aspects of merchandising, loss prevention and store operations. Programs are in place around the world, and in virtually every retail segment.



## The main advantages of Source Tagging are:

### Manufacturers:

- Opportunity to securely display products
- Security as an added value to product, thus gaining advantage over competition through open merchandising
- Enables floor-ready products
- Increases sales and profitability
- Protection without altering the product appearance
- Increased re-order rate due to product availability for sale versus theft
- Does not interfere with package design
- New merchandising opportunities
- Improvement on product image
- Opportunity to increase sales through open merchandising
- Internal theft is more controlled

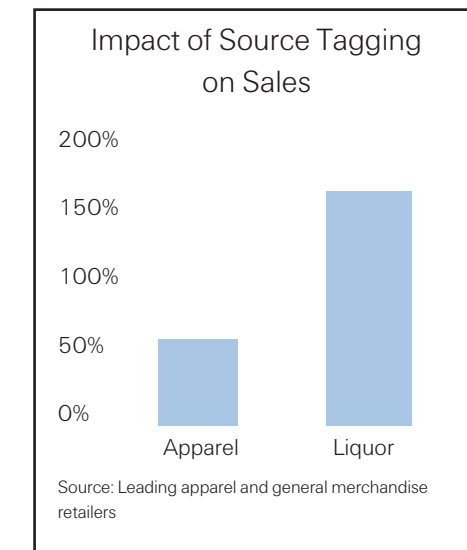
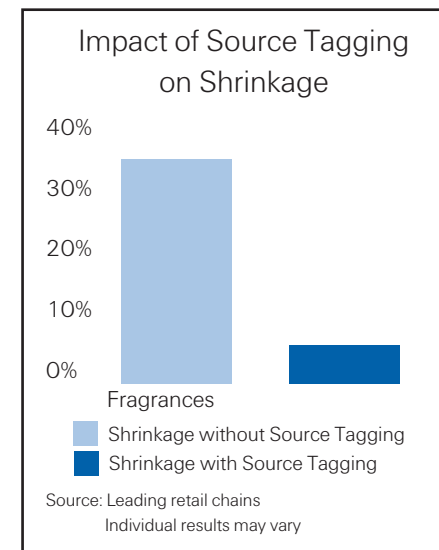
*"Sensormatic's Ultra•Max was chosen over its competition because it operates more effectively on product items with high metal content. The rate of reduction of losses was as much as 40% for some protected items"*

Brenda Seeger  
Director, Loss Prevention Analysis  
AutoZone

## Advantages for Retailers:

### Retailers:

- Avoid tagging in stores
- Reduction in labor costs
- Improvement in product image
- Improvement of merchandising opportunities
- Provide ready for sale merchandise
- Protect without altering the product appearance (concealed protection)
- Increase the focus on customer service
- Opportunity to increase sales through open merchandising
- Increase sales and profitability
- Reduce losses from employee theft
- Faster through-put at POS due to consistent tag placement



Global  
ATLANTIC OCEAN