

# Launching a Powerful Defense to Protect Your Assets...and Bottom Line

"At Avery Dennison we understand the effect of shrinkage to the retail bottom line. We are on the frontlines, providing a comprehensive range of EAS labeling and identification solutions and systems that offer brand owners and retailers an integrated approach to tracking their goods across the entire value chain.

The Avery Dennison advantage lies in our combined price tickets and RF/AM EAS labels which we offer from service bureaus around the world. The combination tag works out to be much less expensive than it would be if the tickets and EAS tags were purchased separately."

**Philip Calderbank, Director Global Marketing  
RFID & Security, Avery Dennison**

It is estimated that retail shrink accounts for 1.61 percent of retail sales. A staggering \$41 billion is lost in shrinkage each year. Research has shown that source tagging can improve profitability, reduce shrink, and increase sales. Avery Dennison is helping the biggest retailers and brand owners do just that. Our electronic article surveillance (EAS) labels and tags can be affixed to products at the point of manufacture, packaging, or distribution, and are made to work seamlessly with in-store security systems to protect your merchandise.

Whether woven or printed labels, pocket flashers, graphic tags, price tickets, matchbooks, and protective plastic cases, Avery Dennison EAS solutions can be easily integrated to offer manufacturers and retailers a variety of options. Equally important, Avery Dennison can work closely with you to design unique solutions that meet your loss prevention requirements. EAS labels and tags arrive at manufacturing locations ready for application to product, allowing retailers to receive merchandise—floor-ready.

Avery Dennison loss prevention solutions are integral components of a comprehensive retail loss prevention program. The company partners with the leading providers of EAS technologies to develop a set of innovative anti-theft solutions. The Avery Dennison global footprint streamlines the logistics involved in delivering source-tagged products. Some of the world's preeminent retailers leverage our in-country production, local sales network, and delivery-at-source services to enhance their floor-ready programs.

Avery Dennison is the highest volume EAS converter for apparel source tagging, providing turnkey solutions that include printing, weaving, molding, insertion, lamination, and an

unparalleled quality-control process that can be combined with variable data such as individual garment size, color, or price for overprinting of radio-frequency (RF) solutions. Avery Dennison produces, warehouses, and ships these products anywhere in the world in order to meet the demands of today's global retail environment.

## Why Forward-Thinking Retailers Choose Source Tagging...

- Reduce in-store labor costs
- Improve merchandise aesthetics
- Increase sales and profitability
- 100 percent tagging compliance
- Increase your focus on customer service
- Reduce losses from theft
- Compatible with radio-frequency or acousto-magnetic systems worldwide
- Cost-effective anti-theft solutions
- Available in apparel sourcing markets worldwide



## About Avery Dennison Corporation

Avery Dennison is a global leader in pressure-sensitive labeling materials, office products, and retail tag, ticketing, and branding systems. Based in Pasadena, California, Avery Dennison is a *Fortune* 500 company with 2006 sales of \$5.6 billion. Combined with Paxar, Avery Dennison now employs more than 30,000 individuals in approximately fifty countries worldwide who develop, manufacture, and market a wide range of products for both consumer and industrial markets. Products offered by Avery Dennison include:

- Fasson brand self-adhesive materials,
- Avery Dennison and Paxar brand products for the retail and apparel industries, and
- Avery brand office products and graphics imaging media, specialty tapes, peel-and-stick postage stamps, and labels for a wide variety of automotive, industrial, and durable goods applications.

Visit [www.ris.averydennison.com](http://www.ris.averydennison.com) for more information. ■



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