

World's Most Secure Tag

CONCEPTAG

Proven to reduce losses by 66%

Unique locking mechanism

Impossible to remove with traditional releasers

Eradicates illicit tag removal

Moves criminal activity away from stores





Major European retailer sees losses reduced by 66%

The award-winning* Concept Tag has been seven years in development, the final two years of which saw JD Sports help test and perfect the technology to eradicate the problem of illicit tag removal.

Initially, 15,000 Concept Tags were introduced into the retailer's Stratford store, where several improvements were made over a 18 month period to perfect the design. As a result, illicit tag removal was totally eradicated and criminal activity was moved away to other stores.

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 3 floors, 65,000 Concept Tags were in use.

Finally, the trial was extended to seven regional flagship stores across the UK and Europe. The first store to be counted was at the Trafford Centre, where traditional tags were swapped for Concept Tags.

Like-for-like results saw losses reduced by 66%.

**Awarded Best New Innovation, Physical Solution at the Retail Fraud Awards*





**The revolutionary design
of the Concept Tag is the
most exciting advance
in EAS tagging for over
30 years.**

History

For years the apparent ease with which security tag releasers can be bought on the internet has resulted in a dramatic increase in retail stock loss.

Many retailers are reporting that losses directly resulting from this tactic are increasing rapidly, with some disclosing figures as high as 30% or more. This hasn't been helped by high profile TV shows highlighting how easy it is to get hold of these detachers.

Now, the revolutionary design of the Concept Tag will reverse the problem of "illicit tag removal", and is the most exciting advance in EAS tagging for over 30 years.

Almost impenetrable design

The Concept Tag is unyielding when faced with shoplifters. The almost impenetrable anti-theft design makes it resistant to even the most determined thieves. At the 2015 Retail Fraud Conference in London, **Tony Sales**, dubbed "Britain's Greatest Fraudster", admitted **he hadn't managed to find a way to illicitly remove a Concept Tag** without damaging the garment, either in-store or elsewhere.

Unique locking mechanism

The Concept Tag has a locking mechanism that's removed in a totally unique way. It's almost impossible to replicate the way in which the security tag is removed; trying to force the tag off would require more than 50kgs of pressure. It's simply not possible to put this amount of pressure through an implement such as a screwdriver whilst holding a tag. Such attempts result in damage to the garment or potential injury to the thief.

Health & Safety advantages

There's a significant Health and Safety advantage as well. Pins from tags will no longer be left on the floor or in pockets or hoods. This has been a major problem for retailers, with customers pricking themselves on the discarded pins which have been removed by thieves after they've stolen items from the store.

Meet “Britain’s Greatest Fraudster”



Tony Sales
Retail Fraud Expert

We asked notorious ex-criminal turned Retail Fraud Expert Tony Sales what he thought of the Concept Tag.

“All tags are generally breakable, but after all the initial basic tests that a criminal would do, I realised I couldn’t break it without damaging the garment. The lengths I would have to go to to break it without causing damage is what put me off.”

Detachers for the Concept Tag are not readily available and are under strict control. It wouldn’t be impossible to get one but the effort a criminal would have to put in to get one wouldn’t be worth it.

This tag has all the best bits of all the tags out there but none of their weaknesses. That’s what makes it so good. I can’t understand why any company that uses tagging wouldn’t use this tag.”



Questions and answers

Q. Will the Concept Tag work with my current EAS system?

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

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

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

Q. Will I still be able to use my existing Magnet releaser?

A. Yes. The Concept Tag only fits apparel lines so you may still find you need to use existing lanyard tags etc. to protect some other stock.

Q. How is the Concept Releaser fitted?

A. One of our Agon engineers will visit your premises and, using a template, cut out a hole which the Concept Releaser snugly fits into. The releaser sits flush with the counter for a neat, seamless finish.

Q. Do I have to have ink in the tags?

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

Q. What colour is the Concept Tag available in?

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

Q. What's the lead time for orders?

A. For standard tags it will be a matter of days, but if you decide to order a specific colour or print then it will be 8 weeks.

Q. What will it cost me to trial the Concept Tag?

A. Effectively nothing. If you don't see the results indicated within 12 months, we guarantee to refund your money back.

Q. What printing can we have on the tag?

A. 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.

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

A. In tests carried out with a major multi-national retailer, selling some of the world's most famous sports brands, losses were reduced by 66%.

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

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



If you'd like to trial
the Concept Tag,
call us on
+44 (0)1323 738815

“The new Concept Tags have been a godsend. My branch was experiencing almost daily problems with stock being de-tagged by offenders, but since the changeover to the new Concept Tag we’ve not had one reported incident of stock being de-tagged or tags found defeated. Because the tags are that secure, double tagging is not required.”

National retailer, Trafford Centre Manager with 20 years’ service.

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