

Introducing UNISEN's E-Tag™ A Recyclable EAS Source Tag

There are two new ideas on the horizon that will probably change the way electronic article surveillance (EAS) protection is applied to apparel and accessories. One is a disposable (throw away) EAS tag. But the other—EAS tag recycling—could revolutionize the tag business.

Both methods save money by moving the tagging process from the retail store to the apparel manufacturing plant. But only recycling combines the best security with the lowest cost per tagging.

Until now, the only other viable source-tagging alternative for apparel was a fabric “pouch” containing an EAS circuit. This pouch is sewn into the garment at the factory. At the point of sale, circuits are deactivated, but the consumer must cut off the pouch before the garment is worn. Introduced in the late nineties, these tags may be less expensive than the original reusable EAS tags, but may not be as effective at thwarting shoplifters because they are easy to spot and remove.

In 2003, the first disposable plastic EAS tags were tested on apparel and handbags. Although the tags were affixed in the stores rather than at the factory, the “throw away” concept proved interesting. Since then, a group of department store and specialty apparel store loss prevention executives has been trying to persuade other retailers and apparel manufacturers to embrace the idea.

EAS tag recycling is potentially the more cost-effective and environmentally sound method of source tagging. Based upon the model successfully implemented for clothes hangers, apparel manufacturers will affix the tags, and retailers will remove them at the point-of-sale. The tags and pins will be collected from stores and sent to a central location where they will be refurbished



E-Tag™

Lightweight (1/2 ounce)

Small (length = 2.5", width = 1.2", height = 1")

58kHz acousto-magnetic or 8.2 MHz RF versions available

Removable with any style SuperTag® detacher

Lock strength is comparable to the most popular EAS tags.

and recycled to apparel manufacturers. Subsequently, retailers will be rewarded with a rebate for each returned tag and pin. JCPenney applied this concept by recycling ink tags on fashion jeans.

There are a number of advantages to recycling:

- Apparel arrives at the store with a fully operational EAS tag affixed in the proper location.
- Retailers no longer must use capital to acquire tags.
- Retailers save money by drastically reducing in-store tagging labor costs, and transferring the cost to its cheapest location—at the apparel factory.
- Recycling is less expensive than disposable tags. Tags with a multi-year life cycle cost less per use. The rising cost of plastic will have a significant impact on disposable tag prices.
- Plastic tags offer a higher level of security than sewn-in security labels.
- Recycling is flexible. Retailers can include existing tag inventories...

including ink tags...into the recycling program.

- Recycling offers some immunity to the impact of high plastics prices because the retailer neither owns nor buys tags.
- Environmental issues are minimized compared with disposable tags.

UNISEN, a leading manufacturer of EAS products and ink tags, is now promoting the idea of a recyclable EAS source tag with the introduction of E-Tag™.

In addition to manufacturing the E-Tag, UNISEN established a recycling service bureau to manage the tag collection, administer the rebates to retailers, refurbish tags, and redistribute them to apparel manufacturers worldwide. By manufacturing top-quality EAS tags and managing the recycling process from beginning to end, UNISEN is the perfect choice for retailers wishing to escape from the expensive cycle of in-store tagging and maximize their benefits from EAS.

For more information about UNISEN and the E-Tag, go to www.e-taginfo.com. ■