



Source Tagging Solutions

Apparel Sectors
Hard Goods Sectors

Benefits of Source Tagging

Operational Savings achieved through elimination of in-store application costs of EAS Tags and Labels.

Staff can be redeployed to serve customers, **reducing queues**

Increased Sales through increased On-Shelf Availability as stock arrives pre-tagged and shelf ready

Improved Presentation of Merchandise achieved through consistent application of identical tags

Reduction in shrinkage achieved through maximum compliance against best practice tagging guidelines

Resulting in **Increased Profits**

Hard Tag Recirculation

Large stocks of Hard Tags are held in global hubs in Far East and Europe to minimise cost and lead times

Tags are ordered by the garment manufacturer through TAG's secure on-line portal and shipped direct to their factory where they are then applied. The on-cost of the Hard Tag and application is negotiated between the retailer and manufacturer

The garment is then despatched to the store, pre-tagged to eliminate in store application costs

The Hard Tag is removed as the garment is sold and placed in a TAG supplied box which is then collected at an agreed interval

The Hard Tags are screened and cleaned in one of TAG's central hubs

Agreed rebate is provided back to the retailer

The screened and cleaned Hard Tags are recirculated through the supply chain with additional stock funded by TAG

Source Tagging of Hard Goods

RF (Radio Frequency), **AM** (Acousto-Magnetic)
Labels can be supplied in sheet or reel format for
high speed application to packaging

RF or AM Labels can be incorporated into
Integrated Swing Tickets or Self Sealing Tags

Labels are held in Europe and Far East to ensure fast
deliveries to manufacturers and packaging agents

All Labels are fully tested and compatible with all
leading EAS system manufacturers



EAS Technology

TAG is a global provider of both **AM** and **RF** Technology. We understand the reasoning behind technology investments and the need to maintain existing infrastructures

All EAS Hard Tags and Labels supplied by TAG are compatible with the world's leading system manufacturers

TAG delivers Source Tagging programmes with Global organisations who operate on single AM or RF platforms or with mixed technology retail estates.

With an EAS Label manufacturing capability of over 1 Billion units per year, TAG is able to meet the requirements of the most demanding of source tagging programmes with a quality assured product

RFID Technology

Radio Frequency Identification (RFID) chips can be added to all Hard Tags and Labels to enable merchandise to be tracked through the supply chain, from point of manufacture to the item leaving the store.

Greater supply chain visibility facilitates...

- Faster, more accurate receipt of stock at DC & Stores
- More regular, cheaper inventory counts
- Faster shelf replenishment
- Reduction in Out of Stock issues
- Faster reaction to shrink issues by knowing what is stolen at all times throughout the supply chain
- Improved returns process, both for fraud prevention and stock intake
- Uplift in sales
- Reduce nil picks in e-commerce
- Improved customer experience



About TAG Company

Formed in 2003, TAG has protected over 1 billion products through the application of innovative Electronic Article Surveillance (EAS) Hard Tags and Labels to all merchandise categories within the retail sector including apparel, hard goods and Wines & Spirits.

With a global supply chain including service bureaus in Europe and the Far East, TAG is the trusted provider of EAS solutions to many of the World's leading retailers.

EAS Systems | RFID Systems | CCTV | Secure Displays | Maintenance Services | AM Labels | RF Labels | Hard Tags | Safers

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