



26<sup>th</sup> February 2011

## **ADT's global hard tag recirculation green program sets high industry benchmark**

**Two billion items of merchandise protected worldwide to help increase retailer profitability and reduce waste**

ADT, a leading global provider of retail performance and security solutions, will be showcasing the industry's most advanced hard tag recirculation programme designed to help retailers reduce costs and deliver merchandise to the sales floor more quickly. The solutions will be featured on Stand A05 in Hall 6 at EuroShop 2011, 26<sup>th</sup> February to 2<sup>nd</sup> March 2011 in Dusseldorf, Germany.

ADT's global presence and 40-years of experience in the retail and supply chain industry has enabled it to build a worldwide hard tag recirculation solution that is unmatched in the industry and trusted by the world's top retailers. ADT is the only solutions provider to have automated counting, cleaning and testing processes for tags operating on three continents and three fully automated recirculation centres located in Zaragoza, Spain, Southern China and India to provide Sensormatic<sup>®</sup> certified hard tags in large volume capacity for reuse. In fact, these centres are responsible for processing over 500 million tags annually. A variety of globally recognized retailers are already experiencing the benefits of using the ADT hard tag recirculation solution.

"Hard tag recirculation offers retailers a low cost per use hard tag security solution. Customers can combine the anti-theft benefits of a visible source tag with the cost savings of a tag that is re-circulated, recertified and reused along with the added advantage of environmental savings by re-using the tags." explained John Smith, VP Retail Sales, Continental Europe, ADT Fire & Security. "ADT's visible source tags are designed to be re-used as a Sensormatic<sup>®</sup> certified tag time and time again; thereby reducing the operational cost of retailers' EAS solutions."

Hard tag re-circulation offers tangible benefits to retailers by combining a strong visual deterrent with point-of-manufacture source tagging. Items arrive at the retailer properly secured against theft and ready to be displayed for purchase. Having suppliers tag at the manufacturing source helps improve tag compliance and ensure consistent application. As a

result, store personnel know exactly where to find the tag to remove it at the POS, helping improve cashier throughput and minimise shopper queues. Once tags are shipped back to ADT's automated recirculation centres, they will be Sensormatic-certified for reuse and shipped directly back to the manufacturer to use again. Retailers can purchase the re-circulated tags at a reduced price.

ADT's tags are lightweight, simple to use and do not interfere with or affect the way products are displayed. In addition, they stand out visually and send a powerful preventative message to would-be thieves. At ADT's stand A05 in hall 06 at EuroShop 2011 visitors will be able to view Spanish fashion designer José Castro's dress created out of ADT's visual source tags. A unique fashion statement, the dress highlights the lightweight nature of the tags which can be attached to garments made from delicate fabrics without compromising their shape or causing damage.

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## **Notes for the editorial office**

### **About the Tyco Retail Solutions Portfolio**

Tyco Retail Solutions is a leading global provider of integrated retail performance and security solutions, deployed today at more than 80 percent of the world's top 200 retailers. Customers range from single-store boutiques to global retail enterprises. Operating in more than 70 countries worldwide, Tyco Retail Solutions provides retailers with real-time visibility to their inventory and assets to improve operations, optimise profitability and create memorable shopper experiences.

The comprehensive suite of intelligent solutions includes electronic article surveillance, item visibility and intelligence with RFID and EAS technologies, point-of-sale data analytics, video surveillance, video image analysis, and intrusion and fire monitoring systems. The portfolio is backed by deep industry expertise, market leadership, global resources and a worldwide network of value-added partners.

The Tyco Retail Solutions portfolio is sold through ADT and authorized business partners around the world. For more information, please visit [www.tycoretailsolutions.com](http://www.tycoretailsolutions.com).

**About ADT**

ADT, a Tyco International company, is the world's largest electronic security company based on revenues. It designs, installs and services fire and electronic security systems for residential, business and government customers. In the UK and Ireland ADT's portfolio includes intruder alarms, video surveillance, access control, electronic article surveillance, radio frequency identification, fire detection, integrated solutions and monitoring. ADT solutions are used to deter thieves and help protect people, goods and property. For more information visit [www.adt-deutschland.de](http://www.adt-deutschland.de).