

Detecting Theft at the Point of Concealment

Southern Imperial's LM Tag loss prevention solution has proven to reduce shrink and labor costs. Additionally, the LM Tag has helped increase sales opportunities while providing early notification when offenders conceal merchandise. Using proprietary light and motion sensor technology, the LM Tag is the first loss prevention product to detect theft at the point of concealment rather than the point of store exit—allowing retailers to monitor and defeat theft risk before the product leaves the store.

How LM Tags Work

LM Tags are small, versatile, and reusable theft-deterrent devices. They attach to merchandise using a replaceable adhesive backing that does not damage packaging and adheres to most flat surfaces. Deactivators are available in either a countertop station or handheld unit. Once applied, any motion and concealment of the product will immediately notify store employees.

LM Tags start working immediately. Their slim profile design (1.5 by 1.5 by 0.5 inches) allows the product to display on merchandise while supporting branding objectives. How does it work? The LM Tag is designed to be a multi-faceted theft deterrent. When concealed (in a bag, pocket, or another method) and in motion, the LM tag sounds a warning beep and alarms if the product remains covered. Store associates get the benefit of having an early notification to a potential theft threat. Tampering with the product also triggers the LM Tag to alarm if the tag is not removed using the unique deactivator. The strobe deactivator generates a customizable light sequence to disarm the tag. Unlike magnetic deactivators, this process cannot be defeated or duplicated; no other deactivator can replicate the light code. Finally, as an added value of security, the LM Tags feature an EAS gate alarm function that can be configured to AM or RF signals to alarm at the point of exit.

Southern Imperial has also designed additional mounting accessories—the LM Tag Wrap and the LM Tag Clip—allowing

LM Tags to secure bags, packages, shoes, oddly shaped merchandise, and soft-line products. The LM Tag Wrap uses a monofilament preventing unauthorized access to boxed items. Cutting the wrap triggers the LM Tag to alarm. The LM Tag Clip is a lightweight plastic housing for the LM Tag. Once installed, the clip can be attached to boots, shoes, and purses without piercing or damaging the product. Any attempt to remove the clip will trigger the LM Tag alarm. Both products also feature the same light-and-motion sensor technology as the LM Tag.

Research Backs Them Up

The LM Tags are a proven system. In the Loss Prevention Research Council's 2015 study *Specialty Beauty Retailer Offender, Shopper, Employee Feedback Study – LM Tag*, Kyle Grottini and Read Hayes, PhD, observed and interviewed actual employees, shoppers, and potential shoplifters. All respondents felt the LM tag would deter theft but would not negatively affect brand identity or the overall store experience. Potential shoplifters noted they immediately recognized the LM Tag as a loss prevention product but did not identify all the different methods that activate an alarm. All stated they would reconsider attempting to steal items with the LM Tag attached. And all employees interviewed believed the LM Tag to be very effective at reducing loss.



Southern Imperial, Inc., of Rockford, Illinois, with factories in Centerville, Georgia, and Xiamen, China, is one of the industry's leading designers and manufacturers of store fixture hardware and retail display solutions—delivering proven results and influencing point-of-purchase for the nation's top retailers and their suppliers.

For more information on the LM Tag or other Southern Imperial loss prevention products, please visit intelligentlossprevention.com or call toll-free 800-747-4665. ■

