

# Avery Dennison® Theft Deterrent and Recovery Solutions

## **NRF ORGANIZED RETAIL CRIME SURVEY, OCTOBER 2016**

In a recent survey, 100% of senior retail loss prevention executives said their companies had experienced Organized Retail Crime (ORC) in the past year. The average loss was \$700,259 per \$1 billion in sales, a significant increase from \$453,940 last year. ORC gangs often use storefronts, pawn shops, flea markets and kiosks to fence stolen goods, and 63% of those surveyed said they had recovered merchandise from a physical location.

## **TRACK YOUR PRODUCTS TO THE DIVISION OR STORE LEVEL**

Using Avery Dennison® Theft Deterrent and Recovery Labels with Monarch® handheld labelers allows you to label high-theft merchandise with unique brand and store information and track back to its original source. Speciality adhesives deter product theft and resale, while variable store label information facilitates merchandise recovery if stolen.

## **THREE LEVELS OF DETERRENCE**

Stolen goods are only valuable if they're in pristine condition. Any attempt to remove your label will make merchandise undesirable for resale, as attempts will result in package breakage or unsightly black adhesive residue. If merchandise is retrieved during an investigation, labeled goods will help recoup the cost of lost goods, and may increase your chance of prosecution.

Choose the level of deterrence that works best for you:

- Good** - Tamper resistant paper labels adhere to 80% of surface
  - Labels leave black residue when removal is attempted
  - Need 24 hours for full adhesion
- Better** - Tamper resistant highly aggressive film labels adhere within one minute to virtually 100% of surfaces
  - Labels chip away when removal is attempted
- Best** - Tamper evident film labels adhere instantly to virtually 100% of surfaces
  - Extremely difficult to tamper with
  - Labels chip away when removal is attempted



## **LOSS PREVENTION SOLUTIONS FOR VIRTUALLY ANY STORE**

Avery Dennison has a full line of solutions ranging from specialty label supplies to RFID technology. Our Business Analytics Program methodologies can help you recognize opportunities, develop solutions and produce return-on-investment metrics for all your loss prevention challenges.

## **ELEVATING BRANDS. ACCELERATING PERFORMANCE.**

For more information call: 800.543.6650, prompt 5 or email: [shopmonarch@averydennison.com](mailto:shopmonarch@averydennison.com)

Innovative, intelligent and sustainable labeling and printing solutions that accelerate supply chain performance, increase productivity and elevate the consumer experience.

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