ALL IN THE FAMILY

RFID on the Ceiling

Checkpoint Systems (Thorofare, NJ) introduced its RFID Overhead EAS Solution for apparel retailers at this week's NRF Loss Prevention Conference & Expo in Dallas. This nifty scheme encompasses RFID hardware with specialized on-board filtering software and new RFID hard tags and labels. Advanced technology, dubbed "Wirama Radar," ensures data integrity by eliminating stray reads and reports the location and directionality of movement of tagged merchandise much like commercial radar informs air-traffic controllers, according to the manufacturer.

Checkpoint developed its Overhead EAS Solution to address the need of apparel retailers to leverage RFID both to maintain inventory control and reduce shrink. To that end, it employs one encoded RFID tag for both uses. Hardware may be suspended from the ceiling or fully concealed within it, and above and beyond its theft deterrence qualities, the system provides detailed information on any items stolen, the quantity, and the dollar value.

"As apparel retailers increasingly adopt RFID to increase sales, eliminate out-of-stocks, and reduce working capital, they are also considering the impact that this technology can have on their loss prevention practices," noted Per Levin, Checkpoint's Worldwide President, Merchandise Visibility Solutions. "We're providing them with solutions that offer pathways to achieve promising benefits, independent of their individual starting point." The RFID Overhead EAS Solution joins the previously announced Handheld Visibility and Open EPC Number Management solutions in Checkpoint's portfolio.

Overhead EAS Solution by Checkpoint Systems