

Reduce Theft-Related Shrink In Your Perishable Departments



Dri-Loc®TheftSensor absorbent pads provide retailers a nearly invisible, yet highly effective tool to minimize theft-related shrink in your fresh meat and produce departments.

ELECTRONIC SURVEILLANCE IN A FOOD SAFETY PAD

Industry studies indicate that shoplifting and theft account for over one-third of shrink in the supermarket industry. Historically, the fresh meat and produce departments are two of the most targeted sections by shoplifters and thieves.

Protecting your investment in valuable packages of fresh meat, poultry, seafood and produce is simple thanks to a unique item from Novipax.

Dri-Loc TheftSensor absorbent pads provide retailers with a cost-effective, anti-theft tool that reduces shrink by embedding an Electronic Article Surveillance (EAS) label – with either Acousto-Magnetic (AM) or Radio Frequency (RF) technology – discretely inside the pad’s absorbent fluff core.

Undetectable to shoplifters and thieves, the AM or RF-equipped Dri-Loc TheftSensor absorbent pad is placed on a food tray under the fresh food. The concealed, tamper-proof technology safeguards against theft better than on-pack labels, thus protecting retailers from avoidable financial losses.



Shoplifting remains a significant source of losses for food retailers, as shoplifters are caught only 1 in 48 times they steal and most thefts — 70 percent — are not premeditated.¹



TAMPER- PROOF
ANTI-THEFT
TECHNOLOGY



A CONCEALED
EAS LABEL IN EACH
ABSORBENT PAD

EAS SENSOR
REDUCES
Theft-Related
SHRINK



SAFEGUARD
VALUABLE
packages of fresh
MEAT AND PRODUCE

Safeguard Your Packages With a Legendary Food Pad

The Dri-Loc TheftSensor anti-theft system, constructed within the food industry’s leading absorbent pouch pad, offers grocery retailers several features and benefits:

- EAS label with AM or RF technology embedded in pad’s absorbent core
- EAS label is resistant to degradation due to exposure to fluids
- Absorbent pad with embedded EAS label is microwave-safe
- In-package placement is more effective and tamper resistant than on-pack labels
- Lowers theft-related shrink
- Pad features highly absorbent virgin fluff pulp and patented sealed-edge technology
- Reduces costly and time-consuming re-wrapping of packages
- Available in several sizes and colors



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Email: customerservice@novipax.com www.novipax.com Dri-Loc® is a registered trademark of Novipax Buyer, LLC, Oak Brook, IL. United States and foreign patents and patents pending. The SQF logo is a registered trademark of the SQF Institute, a division of the Food Marketing Institute, which is being used under license. 1. Source: IDC Retail Insights

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