Checkpoint Systems, Inc.

Electronic Article Surveillance

User's Guide

Electronic Article Surveillance
North America User's Guide

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For any additional training or information please contact us at the number above.

- Customer support services
- Store or regional training on equipment and customer approach
- Audit visits and summary analysis
- Mystery visits focused on loss prevention
- Store shrinkage evaluation and consultation day
- Checkpoint Academy

Contact us regarding information on our full range of Shrink Management Solutions, Merchandise Visibility and Labeling Solutions.

Technology is continually improving and loss prevention methods are regularly reviewed. So please adhere to your corporate policies and contact your management office with any additional questions. The information in this document is aimed as a guide only and information in this guide is subject to change without notice. Checkpoint cannot be held responsible for individual interpretation of this document.

Important Information to our Users in North America

FCC Regulatory Compliance Statement

Checkpoint Systems, Inc., offers Electronic Article Surveillance (EAS) or Radio Frequency Identification Products that have been FCC certified or verified to 47 CFR Part 15 Subparts B/C. Appropriately, one of the following labels will apply to the approval:

> **NOTE:** This equipment has been tested and found compliant within the limits for a class A digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference when the equipment is operated in a commercial environment. This equipment generates, uses, and can radiate interference to radio communications. Operation of this equipment in a residential area is likely to cause harmful interference in which case the user will be required to correct the interference at own expense.
>
> - OR -
>
> This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) including this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation, which may include intermittent decreases in detection and/or intermittent increases in alarm activity.

Where applicable, Checkpoint Systems, Inc. Electronic Article Surveillance (EAS) products comply with the Maximum Permissible Exposure limits FCC 47 C.F.R. 1.1307(b)(1)) for US and RF Exposure limit RSS 102 , table 4.2 for Canada.

Equipment Safety Compliance Statement

Checkpoint's Electronic Article Surveillance (EAS) products have been designed for safeness during normal use and, where applicable have been certified, listed, or recognized in accordance with one or more of the following safety standards; UL 60950-1, CSA C22.2 No. 60950-1-07. Additional approvals may be pending.

WARNING: Changes or modifications to Checkpoint's EAS equipment not expressly approved by the party responsible for assuring compliance could void the user's authority to operate the equipment in a safe or otherwise regulatory compliant manner.

Industry Canada Regulatory Compliance Statement

This device complies with Industry Canada licence-exempt RSS standard(s). Operation is subject to the following two conditions:

(1) this device may not cause interference, and
(2) this device must accept any interference, including interference that may cause undesired operation of the device.

Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes :

(1) l'appareil ne doit pas produire de brouillage, et
(2) l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement.

Under Industry Canada regulations, this radio transmitter may only operate using an antenna of a type and maximum (or lesser) gain approved for the transmitter by Industry Canada. To reduce potential radio interference to other users, the antenna type and its gain should be so chosen that the equivalent isotropically radiated power (e.i.r.p.) is not more than that necessary for successful communication.

Conformément à la réglementation d'Industrie Canada, le présent émetteur radio peut fonctionner avec une antenne d'un type et d'un gain maximal (ou inférieur) approuvé pour l'émetteur par Industrie Canada. Dans le but de réduire les risques de brouillage radioélectrique à l'intention des autres utilisateurs, il faut choisir le type d'antenne et son gain de sorte que la puissance isotrope rayonnée équivalente (p.i.r.e.) ne dépasse pas l'intensité nécessaire à l'établissement d'une communication satisfaisante.

This radio transmitter (IC: 5849A-HGINT1730) has been approved by Industry Canada to operate with the antenna types listed below with the maximum permissible gain and required antenna impedance for each antenna type indicated. Antenna types not included in this list, having a gain greater than the maximum gain indicated for that type, are strictly prohibited for use with this device.

Le présent émetteur radio (IC: 5849A-HGINT1730) a été approuvé par Industrie Canada pour fonctionner avec les types d'antenne énumérés ci-dessous et ayant un gain admissible maximal et l'impédance requise pour chaque type d'antenne. Les types d'antenne non inclus dans cette liste, ou dont le gain est supérieur au gain maximal indiqué, sont strictement interdits pour l'exploitation de l'émetteur.

Models / Modèles d'antenne:

	Height [cm]	Width [cm]	Area [sq cm]	No. of Antenna loops
Pedestal EVOLVE IR P10 PSB	170	50	8500	1
Pedestal EVOLVE IR P10 SSB	170	50	8500	1
Pedestal CLR PX PSB	169	49.5	8365.5	1
Pedestal CLR PX SSB	169	49.5	8365.5	1
Pedestal EVOLVE IR G10 PSB	165	49	8085	1
Pedestal EVOLVE IR G10 SSB	165	49	8085	1
Pedestal EVOLVE IR G10A PSB	165	49	8085	1
Pedestal EVOLVE IR G10A SSB	165	49	8085	1
Pedestal EVOLVE IR P30 SSB,W/ADP,OPT/VP	154	34	5236	1
Pedestal EVOLVE IR P30 PSB,W/ADP,OPT/VP	154	34	5236	1
Pedestal CLR Street PSB W/ADP	154	34	5236	1
Pedestal CLR Street SSB W/ADP	154	34	5236	1
Pedestal EVOLVE IR P20 PSB	171	30	5130	1
Pedestal EVOLVE IR P20 SSB	171	30	5130	1
Pedestal EVOLVE IR G35 PSB	151.4	27	4087.8	1
Pedestal EVOLVE IR G35 SSB	151.4	27	4087.8	1
Pedestal CLR Style PSB	151.4	27	4087.8	1
Pedestal CLR Style SSB	151.4	27	4087.8	1

Important Information to our Users in Europe

CE Regulatory Compliance Statement

Where applicable, Checkpoint Systems, Inc. offers certain Electronic Article Surveillance (EAS) products that have CE Declarations of Conformity according to R&TTE Directive 99/5/EC, EMC Directive 2004/108/EC, and Low Voltage Directive 2006/95/EC.

System Electromagnetic Compatibility (EMC) has been tested and notified through Spectrum Management Authorities if necessary, using accredited laboratories, whereby, conformity is declared by voluntarily accepted European Telecommunications Standards Institute (ETSI) standards EN 301489-3 and EN 302208 and/or EN 300330, as applicable.

> **NOTE:** Certain Electronic Article Surveillance (EAS) equipment have been tested and found to conform to the CE emission and immunity requirement in Europe. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instruction manual, may cause harmful interference to radio communications. Under unusual circumstances, interference from external sources may degrade the system performance, which may include intermittent decreases in detection and/or intermittent increases in alarm activity. However, there is no guarantee that interference will not occur in a particular installation. If this equipment experiences frequent interference from external sources or does cause harmful interference to radio communications reception, which can be determined by turning the equipment off and on, please contact a Checkpoint Systems representative for further assistance.

Where applicable, Checkpoint Systems, Inc. Electronic Article Surveillance (EAS) products comply with the limitation of human exposure to electromagnetic fields EN 50364 and with the limit values of German accident prevention regulations for electromagnetic fields BGVB11.

RoHS Compliance Statement

The RoHS Directive stands for "the restriction of the use of certain hazardous substances in electrical and electronic equipment." A RoHS compliant product means that electrical and electronic equipment cannot contain more than maximum permitted levels of lead, cadmium, mercury, hexavalent chromium, polybrominated biphenyl (PBB) and polybrominated diphenyl ether (PBDE). Checkpoint is in compliance with the RoHS directive.

WEEE Compliance Statement

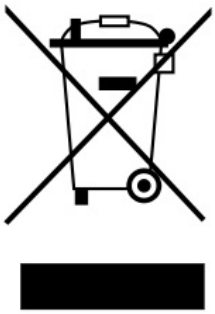
The Waste Electrical and Electronic Equipment Directive (WEEE) applies to companies that manufacture, sell, distribute, or treat electrical and electronic equipment in the European Union. There are a number of obligations imposed on Checkpoint as a supplier of electrical and electronic equipment. Checkpoint's compliance approach for each of these obligations is provided below.

WEEE Marking

All products that are subject to the WEEE Directive supplied by Checkpoint are compliant with the WEEE marking requirements. Such products are marked with the "crossed out wheelie bin" WEEE symbol shown below in accordance with European Standard EN 50419.

Information for User's

According to the requirements of European Union member state WEEE legislation, the following user information is provided in English for all Checkpoint supplied products subject to the WEEE directive.



This symbol on the product or on its packaging indicates that the product must not be disposed of with normal waste. Instead, it is your responsibility to dispose of your waste equipment by arranging to return it to a designated collection point for the recycling of waste electrical and electronic equipment. By separating and recycling your waste equipment at the time of disposal you will help to conserve natural resources and ensure that the equipment is recycled in a manner that protects human health and the environment. For information about how to recycle your Checkpoint supplied waste equipment, please contact the distributor from whom the product was purchased or reach out to your local Checkpoint representative for details on proper disposal of electronics manufactured and sold by Checkpoint.

REACH Compliance Statement

The European REACH Regulation 1907/2006 on Registration, Evaluation, Authorization, and Restriction of Chemicals (REACH), Annex XVII entered into force in June 2009, and affects all companies producing, importing, using, or placing products on the European market. The aim of the REACH regulation is to ensure a high level of protection of human health and the environment from chemical substances.

Checkpoint Systems' substances management system follows and complies with the current revision of the REACH Regulation on the substances as identified by ECHA (European Chemical Agency).

Checkpoint Systems' products are considered articles as defined in REACH Article 3 (3).

These products/articles under normal and reasonable conditions of use do not have intended release of substances. Therefore the requirement in REACH Article 7 (1) (b) for registration of substances contained in these products/articles does not apply.

Checkpoint Systems' products/articles do not contain Substances of Very High Concern or if there are SVHC in the product/article, the content is less than the 0.1% (wt/wt) as defined by REACH Article 57, Annex XIV, Directive 67/548/EEC. Therefore the requirement in REACH Article 7 (2) to notify ECHA if a product/article contains more than 0.1% wt/wt of an SVHC and tonnage exceeding 1 tonne per importer per year is not applicable.

Checkpoint Systems' European operations do not manufacture or import chemicals, therefore Checkpoint Systems has no obligation to register substances.

Packaging Compliance Statement

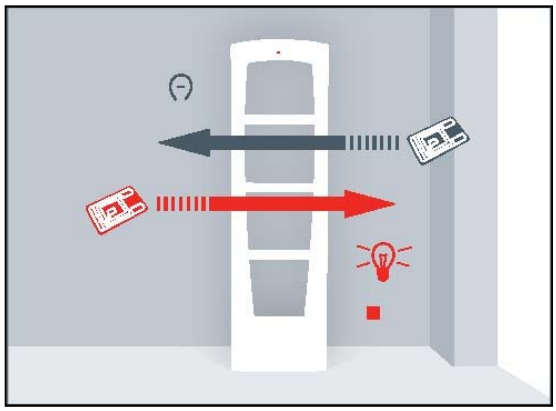
No CFCs (chlorofluorocarbons), HCFCs (hydrofluorocarbons) or other ozone depleting sub-stances are used in packaging material. Chromium, lead, mercury, or cadmium are not intentionally added to packaging materials and are not present in a cumulative concentration greater than 100 ppm as incidental impurities. No halogenated plastics or polymers are used for packaging material. Checkpoint complies with the EU Directive 94/62/EEC.

Introduction

Congratulations on your new Checkpoint Systems, Inc. Electronic Article Surveillance (EAS) equipment, the best in retail anti-theft technology! Your EAS system is designed to deter shoplifting and provide an unobtrusive shopping experience that speeds the flow of customer transactions. Checkpoint's solutions are flexible enough to be visible or undetectable as required, from wide openings between pedestals with open sight lines to tighter control systems that physically remind customers that merchandise is secured.

Behind the Technology

Checkpoint's leading-edge technology uses radio frequency (RF) waves that are emitted by the pedestals at the entrance to the establishment. This creates an invisible wall between the pedestals that searches only for live Checkpoint tags attached to merchandise. If the tag is not deactivated prior to the merchandise leaving the store, the pedestals produce an alarm – in the form of a light, a sound, and if desired, an additional signal from a device such as a voice alarm or counter. The loss prevention procedures at each store determine several factors including type of alarm, length of alarm and how to respond to an alarm.



The EAS pedestal sends a radio signal into the intended detection area. If that signal detects a Checkpoint tag, an alarm will sound.

Introduction

- The training of management and store associates is the key to successful use.
- It is important to remember that the system is only a deterrent based tool and its effectiveness depends largely upon how store associates interface with it.
- Shrinkage results can vary even though they are obtained from the same system in the same environment depending on the attitude of **management and store associates** towards the overall tagging program.
- Another major factor is **store associate knowledge** of the equipment and the overall tagging program.
- To obtain maximum benefits and avoid unnecessary service calls, it is essential that store associates are given complete and thorough instruction.
- Teamwork is essential. Store associates only need to have a basic knowledge level and they should be instructed on why the system has been installed as well as the importance of their individual input.
- An in-depth knowledge and understanding should be acquired by the store manager and any other personnel given responsibility (during a shift) for responding to system alarms or providing in-store training.

System Basics

- Training – All management & store associates regularly.
- Testing – All equipment on a daily basis.
- Tagging – Highest risk products tagged on correct positions, as per Corporate policies.
- Response – To each and every alarm.
- Vigilance – From all store associates at all times.

Introduction

- The system has been installed to deter people from taking merchandise from the store without it passing through approved point of sale or transaction points.

- Without an alert work force, systems will not function correctly. Remember, the Checkpoint system is a tool that leverages your existing security policies. As is true of all EAS platforms, this RF-EAS system can only be as effective as the people who operate it.

- The operation of the system should never be discussed with anyone, no matter how official they look. You could be talking to a potential shoplifter.

- An answer such as 'It's an inventory checking system' should satisfy the curious. If not, tell them you do not know the technical mechanics of the system, but you know it is very effective.

- The system is utilized by tagging merchandise with special Checkpoint & Alpha hard tags, keepers and labels. During a normal transaction, the cashier will remove any hard tags or keepers and will deactivate any labels by passing the merchandise over a deactivation field. The deactivation field turns off the signal produced by the tag and the customer can exit the store without causing the system to alarm.

- The system works on harmless radio waves. The basic principle being that when a tuned circuit (or a tag) passes through the energy field produced at the door system, the electrical properties of this field are changed. The system will detect the changes and produce an alarm (with sound, light or both) until the tag is moved from the detection zone.

Equipment Care Dos and Don’ts

The environment in which the system is installed is a factor to be taken into consideration for peak performance. This section explains how the best results are achieved. There may be interference from metal items near the antenna or electrical activity, which can create 'noise' for the system. Before installation, this is taken into consideration and the system or environment is adjusted accordingly. It is common for stores to make changes to the environment, which may affect the system negatively if a rule below is violated.

The following list should be considered to prevent a possible reduction of the systems sensitivity:

Equipment Care Dos and Don’ts	
Dos	**Don’ts**
Do be sure that the main power supply is clean without any interference	Do not run cables parallel to the antenna within 4 feet of the system
Do arrange to have halogen lights which are faulty or blown replaced immediately, as this will affect the detection	Do not decorate sensing antenna with foil or lights (e.g. Christmas lights) as these will interfere with the system
Do call Checkpoint service desk before installing new carpets/tiles/mats to avoid cutting system cables	Do not place liquids in an area where they could spill and short-circuit the deactivation/antenna units
Do turn the system off if there is remodelling or electrical work being undertaken in your store. Otherwise this can cause the system to alarm for no reason	

The systems used in stores at present are either ‘swept’, ‘pulse’, or 360° pulse listen RF technology.

If proposed renovations are likely to affect the system, please contact Checkpoint for additional advice.

Please Note – No plasma screen monitors should be fitted within 11–13 feet of any antenna, in either the horizontal or vertical plane. This will cause system interference.

EAS Antennas

- Installed at entrances, exits, staff exits and possibly restroom facilities in your store.
- Transmit low frequency radio waves at the same frequency as the tags.
- Checkpoint NGL (CLASSIC) and EVOLVE iRANGE pulse listen systems are based on transceiver technology and therefore can operate as a single stand alone antenna.
- When a tag enters the detection field an audible alarm is heard.
- After the alarm occurs, the system automatically resets.
- If an EAS tag or label stays inside the alarm zone, the system will continue to alarm until it is removed.
- All antenna systems require testing each day using a special 'Test Tag.'
- The store manager is ultimately responsible for testing and reporting faults.

It is essential that each and every alarm activation is responded to and handled appropriately.

Classic range: Offers the recognized benefits of Checkpoint Design, Quality and Detection in three affordable design options.

EVOLVE range: Checkpoint's Premier range, designed with maximum detection and maximum control with clear KPI driven management tools. Comes complete with full range of data accessories to help retailers grow profitably.

EVOLVE EX Exclusive range: An Exclusive collection of designer based solutions. For retailers whose store designs require something more exclusive. All based on EVOLVE technology for the best of the best.

EAS Digital Antennas

CLASSIC RANGE:
Offers the recognized benefits of Checkpoint design, quality and detection in four affordable design options.

PLUS/QX | TREND/PX | STREET | STYLE

EVOLVE iRANGE:
Checkpoint's premier range, designed with maximum detection and features including data reporting. There are various data accessories and effective network solutions available for iRange, pushing this platform to the next level with KPI driven management tools. The platform has been proven time and time again to help retailers grow profitably.

P10 | P20 | P20S SEMI-SHIELDED | P30 | G10 | G20 | G30

EVOLVE EXCLUSIVE RANGE:
An exclusive collection of designer-based solutions. For those retailers whose store designs require something more exclusive. All based on EVOLVE technology for the best of the best.

S10 | E10 RF, DUAL, RFID | F10 Under-floor

Troubleshooting guide

EVOLVE 360RF – Pulse Listen

Problem	**The antenna does not alarm when tested with labels/tags:** Check the red light is illuminated (solid light) on the badge board (one side only) as the base of the pedestal. Using the key provided during the installation, follow the guide below to check if the system is enabled or disabled. (Please note: the red light on EVOLVE antenna does not flash constantly when in disabled mode). 1. Local Disable: • Turn switch clockwise for 1 second, then return to center position. LED display – slow blinking, 1 pulse every 3 seconds. Blinking lasts 20 seconds and then goes solid. 2. Local Enable: • Turn switch clockwise for 4 seconds, then return to center position. LED display – fast blinking, 10 pulses a second. Blinking lasts 20 seconds and then goes solid. 3. If the light is on: • And confirmed systems is enabled. Re-test the system. • If all the above checks and test have been carried out and there is still no detection, then please call Checkpoint Systems service desk.

Troubleshooting guide

- Your system should be tested each morning to ensure full functionality.
- These tests should be carried out prior to store opening.
- The store manager is ultimately responsible for the test.

The following are possible problems that could occur, some of which could be rectified without the attendance of a Checkpoint engineer.

Problem	**System is alarming continually:** Check for the following: 1. Tagged articles are not within 6 feet of the antenna. 2. Metallic objects are not within 6 feet of the antenna. 3. Are any cables running nearby? 4. There are no faulty lights in the area. • Check for damage to the antenna. • In extreme cases ONLY the antenna concerned can be disabled and a Checkpoint engineer called.
Problem	**System is alarming intermittently:** Try to log the time and date of each alarm to see if a pattern can be established. Check for the following: 1. Tagged articles are not within 6 feet of the antenna. 2. Metallic objects are not within 6 feet of the antenna. 3. Are there cables running nearby? 4. There are no faulty lights in the area. • Check for damage to the antenna. • Call for a Checkpoint engineer if required.
Problem	**Deactivation unit malfunctioning:** • Check that items are being deactivated within the deactivation range stipulated. • Check that the deactivation unit is switched on, there should be a green illuminated light on the box. • Check that the deactivation unit cables are securely in place. • Make sure that you do not have any tags in the area of the deactivation. • Test the deactivator with the Omni (if applicable) or using a test tag. • Call for a Checkpoint engineer if required.

Hard Tag Application

Hard tags come in many different styles and types. They are made of high impact proof plastic and are secured to lock with either a pin or a lanyard made of steel.

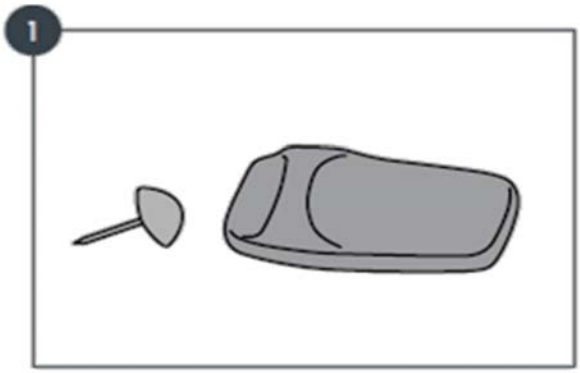
Hard tags are reusable and are removed from merchandise at the point of sale using a magnetic detacher.

Keepers, bottle tags, and other specialty tags are also available.

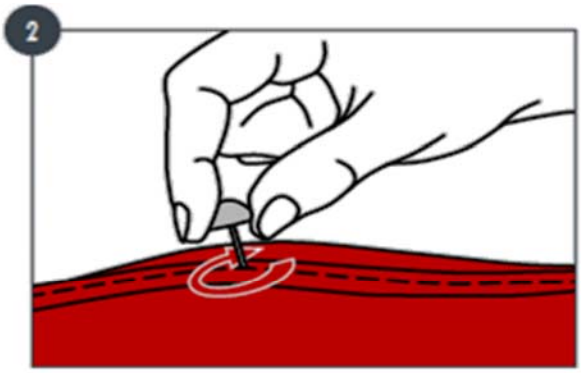
General Guidelines

- See inside product box for detailed application instructions.
- Tagging placement on a product should be standardized so that cashiers know where to locate tags when removing at the point of sale.
- Tags should be positioned in a visible place on the outside of the garment for maximum deterrent effect.
- Pins should be pushed gently through the fabric along seam, then pressed easily into the tag.
- After applying, tags should be checked to ensure they are fastening securely by giving the tag a gentle tug. Use caution when applying pins through fine or unique materials.
- For pinless or lanyard tags, loop around the part of the product that is to be protected e.g handle and secure other end into the hard tag.

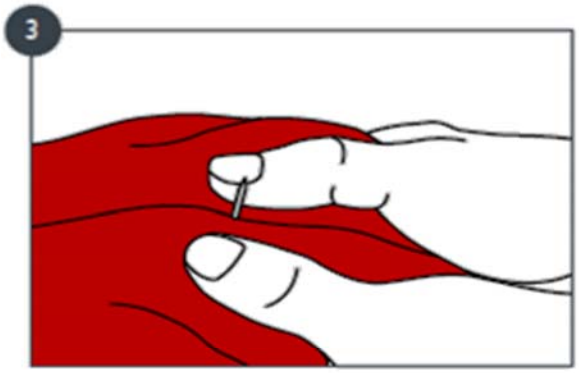
Tagging Procedures – Hard Tags



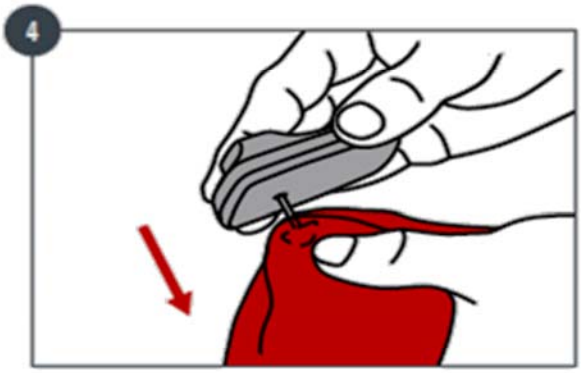
To start: Pins and hard tags should be separated from each other.



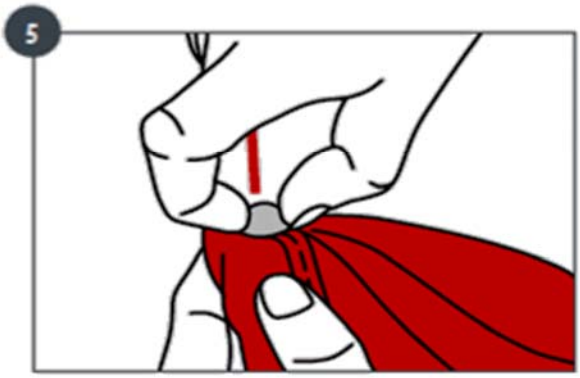
Push and rotate pin to open fabric fibers and to avoid damage. Important! Always apply the pin through the fabric seam.



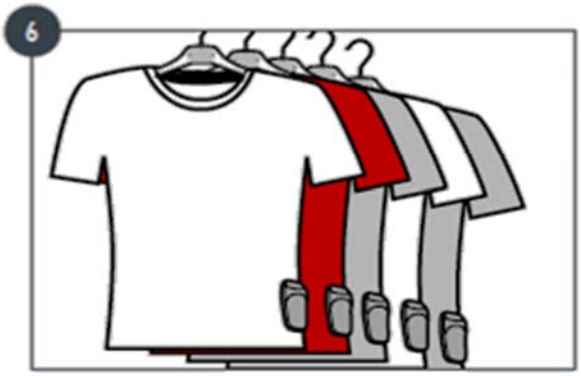
Push the pin through fabric until the stem is seen on the outside of the garment.



Line up the pin with the hole in the hard tag and push in as far as it will go.



Ensure pin in locked by gently pulling upwards.

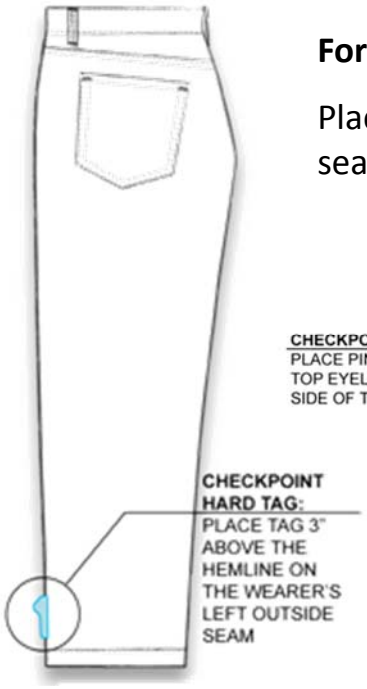


Tags should always be visible from the outside.

Where to Apply Hard Tags

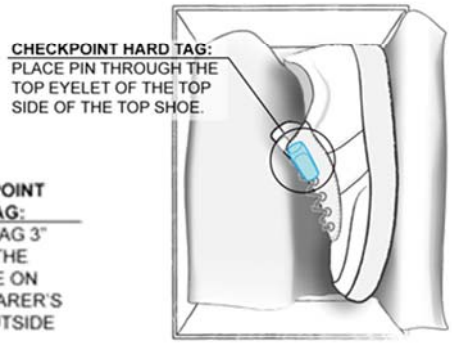
For Tops: Sweaters, jackets, blouses, camisoles

Place tag 3” above the hemline on the wearer’s left side seam



For Bottoms: Jeans, Dress Pants, Skirts, Shorts

Place tag 3” above the hemline on the wearer’s left outside seam



For Shoes & Accessories:

Place tag through eyelet, loop, or fabric material

Consult your manager, as application preference may vary by product or company. Consult your Checkpoint Sales representative if you have questions, or would like assistance determining where to place tags.

Hard Tagging Dos and Don'ts

Hard Tagging Dos and Don’ts	
Dos	**Don'ts**
Tag in a consistent position on all like garments	Pierce leather, suede or waterproof materials
Tag in line with your company policy	Tag in a position that will interfere with the customer trying a garment on
Tag in a visible position for maximum deterrence	Use bent pins or damaged lanyards
Gently ease the pin through the fabric	Leave pins on the point of sale area or on the floor
Perform the tug test to ensure the pin/tag is locked into position	Store tags next to deactivation equipment
Store tags and pins/lanyards separately on removal	Place customer payment cards next to the magnetic detacher
Ensure bottle tags are positioned on the narrowest part of the bottle neck	Place multiple tags on one item

Correct

Incorrect

Hard Tag Removal

- Using the metal detacher, tag removal is quick and simple.
- Place the cone of the tag into the hollow of the detacher, press lightly on the pin and lift the pin upwards. The tag will remain in the detacher and the pin can be removed from the fabric.
- If the pin does not lift away, then press slightly more firmly on the pin head and twist gently. This allows the pin to reposition itself in the lock. The pin will now lift from the tag.
- Tags and pins should be stored safely and separately for reuse.
- Dispose of any bent pins, these could jam in the locking mechanism.
- Take care not to leave the sharp pins lying around.
- Checkpoint personnel may bolt the detacher to a convenient position on the point of sale area. It is essential that these detachers are kept secure and not accessible to the public.
- Most detachers are supplied with a lock and key to prevent unauthorized tag removal.

Labels

EAS Labels are thin RF labels designed to help protect merchandise and deter theft. These labels come in many different shapes, sizes, prints, colors and can be customized to convey company or corporate information.

Items on which sticker tags/labels are applied must be passed over the deactivation equipment at the point of sale in order to neutralize and prevent the antenna at the exit being activated as the customer leaves the store.

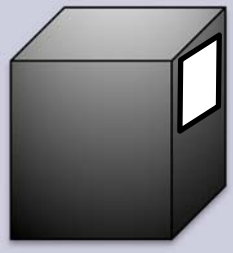
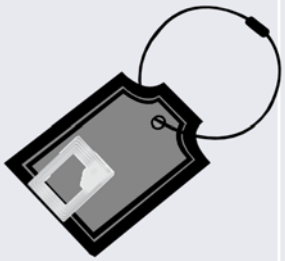
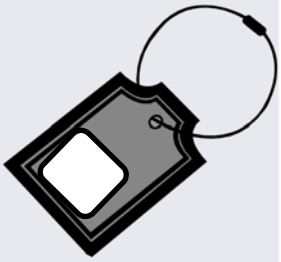
The rolls of labels are delivered in a 'live' condition. A live label will activate the antenna. All rolls must be kept at room temperature, away from customers and deactivation equipment.

General Guidelines

- Remove one label from the roll and place on product as desired. Ensure the label is smoothly and completely adhered, and placed close to the barcode if possible.
- Different tagging procedures and placement may be required depending on the type of label and product.
- Never cover important or legal information such as best before dates, safety instructions or ingredients.
- Avoid tagging directly on top of metallic items or finishes. Doing so may interfere with the detection, but can still be suitable as a visual deterrent.
- Each label is subjected to Checkpoint's quality control measures. Sometimes tags are produced that do not meet a high enough standard. These tags may appear within any roll and are identified by a red spot.
- Please dispose of any 'red-spotted tags' as these may not work your system. All faulty tags are automatically replaced and added at the end of that roll.

Where to Apply Labels

Application may vary depending on type and size of label used. Below are general guidelines based on standard, white labels and Checkpoint micro, clear labels.

Clear Labels	Placement	White Labels	Placement
Boxed Goods	Clear labels are designed to be a visual deterrent. Place them on the front of packaging, but do not obstruct important information. Place close to barcode for efficient deactivation.	**Boxed Goods** 	White labels may not be a visual deterrent. Place them on the side or back of packaging, but do not obstruct important information. Place close to barcode for efficient deactivation
Price Tags or Packaging Labels 	Place label on tag but do not obstruct important information. Place close to barcode for efficient deactivation.	**Price Tags or Packaging Labels** 	Place label on tag but do not obstruct important information. Place close to barcode for efficient deactivation.
Small Goods	Place label on product for best fit-no part of label should stick off product. Clear window enables view of important information, and possibly barcodes. Labels may be curved, but do not fold or bend.	**Small Goods**	Place label on product for best fit-no part of label should stick off product. Place them on the side or back of packaging, but do not obstruct important information. Labels may be curved, but do not fold or bend.

Consult your manager, as application preference may vary by product or company. Consult your Checkpoint Sales representative if you have questions, or would like assistance determining where to place tags.

Paper Label Do’s and Don'ts

Paper Label Dos and Don’ts	
Dos	**Don'ts**
Consult your manager regarding proper placement options and procedures	Cover important or legally required information about the product with the tag
Apply the tag as close to the product barcode as possible	Bend or crease the tag. A slight curve is OK.
Ensure that the tag is applied smoothly and evenly	Apply to metallic surfaces, unless intended as a visual deterrent only
Store tags at room temperature in a secure area	Place an EAS label on food items, unless it is a designated food label

Correct

Incorrect

Source Tagging

Checkpoint offers a range of resources including proprietary RF-EAS/RFID technology and global sourcing, as well as convenient ordering, design services and experienced engineering support for high-speed application.

In retail stores around the world, radio frequency (RF) Source Tagging consistently reduces losses due to shoplifting and employee theft. RF-EAS Source Tagging offers uncompromising protection that studies show can increase profitability over the shrink reduction savings of RF-EAS alone.

Source Tagging reduces labor costs associated with manual tagging by providing floor-ready, secure merchandise.

Source Tagging is a "win-win" for retailers and manufacturers

- Better product placement
- More aggressive merchandising
- Open display of many items
- Improved item availability for shoppers
- More accurate POS inventory data to trigger reorders

Checkpoint's RF-EAS technology is ideal for Source Tagging

Paper-thin RF-EAS tags can be embedded seamlessly and virtually anywhere on any product, inside branded tags or on the outside of any packaging. They can be applied at production line speeds and can be overprinted with variable data. Many packaging partners are certified to apply Checkpoint RF-EAS labels. Checkpoint's Enhanced Performance (EP) labels are more environmentally friendly than traditional labels; they contain less aluminum, less paper and less plastic.

A pioneer in RF technology with more than 40 years of experience, Checkpoint provides unparalleled support for source tagging, including:

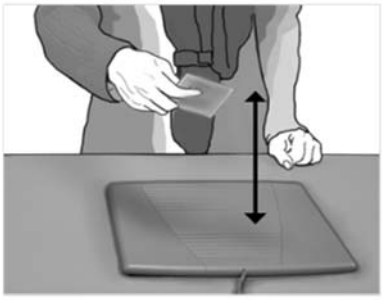
- Product analysis for optimal tag placement
- Make-ready program to assist in the start-up process
- On-site support for equipment/process certification and initial production runs

Soft Label Deactivation

- Labels are not reusable and stay on a product during and after purchase.
- The labels must be cancelled or turned off prior to the customers leaving the store.
- This process is called “Deactivation”.
- The deactivation equipment come in several forms. All forms are wired to a Chassis.
- **It is essential that the chassis is switched on.**
- An illuminated green light on the front of the chassis indicates it has power and is operational.

Point of Sale

While handling a transaction, cashiers should pass each product over the deactivators, holding the items as low as possible. Any folding of clothing should occur on the deactivation location **only** after the product is passed over the deactivation location.



Depending upon the programming, a beep might or might not sound to indicate a label is deactivated.

Omni Verifier

The Omni Verifier is a portable device that has 3 functions. It is rechargeable and comes with its own charger cradle.

Omni Verifier with card

Function 1 → Testing for a 'live' tag – place in 'PV' mode

- Depress red button and hold over product/tag.
- Green light will illuminate and if label/tag is 'live' the Omni Verifier will sound and red light will illuminate.

***Do not use the Omni Verifier as a 'body scanner'**

Function 2 → Deactivating a live tag – place in 'PV' mode

- Place the white deactivation key over the round part of the Omni Verifier. Keep the red button depressed. The lights on the display will continue to flash. The flashing signifies that the Omni Verifier is now in deactivation mode. By holding the saucer close to a live tag it will beep for a couple of seconds then turn off the tag.

Function 3 → Testing for Deactivation (test equipment daily)

- Switch the small black button on the side of the handle to the 'DV' mode (towards handle). Then depress the red button so the display shows the red & yellow light. Now place the saucer close to the deactivator – the Omni Verifier will beep if there is a deactivation signal.

Please use the Omni Verifier in accordance with store policy.

Deactivation

Below you will find procedures for how to deactivate labels after purchase. A wide variety of apparel labels – including soft and clear RF labels, iS Pro Tags and graphic hang tags – do not require removal. Instead, deactivation turns the label OFF.

USE OF VERIFIER UNITS

Portable verifiers feature an Alarm sensor, allowing you to verify if a EAS security tag is ON or OFF.

- When an active label is held within range, a beep sound indicates the label is ON.
- For the OMNI® tool, select the Personal Tag Verifier (PV) mode to enable this feature.

TIPS FOR INSTALLED PADS

Free-standing deactivators or “pads” can be fitted to the underside of the POS counter. Maximum distance above pad where deactivation will occur is called “Deactivation Height” and depends on the system. Ensure that supplies of Tags / Labels do NOT come near these stations. Again, active labels must never be brought near such areas.

TIPS FOR WAND DEACTIVATORS

Handheld wand devices allow bulky and heavy items to be deactivated without removal from the shopping cart. Some units attach to the deactivator with a flexible cable. Pass the end of the wand near the label; either side can face outward. Deactivation heights will vary. Aim for closer than 5cm [2in] to each label.

Counterpoint Intelligent Deactivator-RF (CPiD-RF)

Introduction

If your store has the Counterpoint Intelligent Deactivator-RF installed, this section applies to you. With energy-saving electronics, an upgrade path for integration with counters and network servers, and superior RF-EAS performance, this is a future-ready POS solution.

1 Sounder

2 Status LED (colored)

3 Power LED

4 Volume Knob

5 Thumb Screw

6 Access Panel

Key features are listed below:

- User-friendly Front Panel with Volume control
- Multi-Color Status LED
- USB Connector (feature in development) will later support data reporting
- Several modes of operation (this guide explains how to change mode)

CPiD-RF Training

New employees who have never used a Deactivator will benefit from improved performance, better identification of Hard Tags (alarm with Detect feature) and the ability to verify EAS labels. Managers or Store Operations will work with Checkpoint to determine which mode is suited for your mix of tags. If varied uses are permitted, Managers can quickly train employees.

Using CPiD-RF

Deactivation and detection are assisted with Alarm on HT and other typical operations. Basic operation is the same as Counterpoint IX and other related products. Label Deactivation can be integrated to the POS, so the action of scanning a barcode label will produce CPiD-RF action (with a limited time window for deactivation). During the “on time” when the Yellow Status LED is on, deactivation is enabled. With success, Red indicates deactivation (or alarm).

Another supported method is using an interlock where an additional device, such as a keyswitch or foot-pedal, produces the function. External Counters and Alarms are supported.

The Operation Mode iVerify offers the same function as the Omni Verifier. Selecting mode is described on the following page.

Counterpoint Intelligent Deactivator-RF (CPiD-RF)

Apply User-Selected Settings

SYSTEM SETTINGS

Access to DIP Switches & Reset

Switches provide control of unique system features and fine tuning of performance. Pull access panel open from right. By moving selected switches up or down, you can adjust system mode, power and gain.

Operation Modes

Operation Mode is a global system setting which configures CPiD-RF to deactivate (only), deactivate and detect, or verify active EAS tags.

Mode Name	Known Selection	SW 2	SW 3
iDeact	Mode 5	OFF	OFF
iDetect HT	Mode 6	ON	ON
iDetect/Deact	Mode 4	OFF	ON
iVerify	Verification	ON	OFF

Set Switches (SW) 2 and 3 to configure Mode.

Set SW 3, 4 and 5 to adjust the system's Receiver Gain (or "Sensitivity"). See next page.

OTHER USER CONTROLS

- Reset Button for start up

Each time the unit is powered ON, press the reset button, wait until the Violet LED light is on, then press Reset again. The unit makes a clicking noise while it tunes; this is normal. If the Red or Violet LED ever stays on, resetting may enable proper system function (see Troubleshooting).

- Change Modes

Press Reset 1 time to apply a new mode. If red or a teal light stays on, press Reset twice.

- Adjusting Sensitivity

Use table / description on the following page.

- Status LED Definitions

Details on LED Definitions and Rx Gain (see below) are found on a label below the chassis "top plate." Release front latch first, and then remove the lid (or chassis frame) to view label.

- Volume Knob

If sound is not loud enough, adjust or move physical location. During busy periods, turn it up!

Troubleshooting

The purpose of this table is to explains steps to troubleshoot CPiD-RF issues.

Problem	Action(s)
Green power LED is not on.	Confirm DC plug and AC power cord are both secure.
Function is lost (or reduced deactivation).	Check connections; confirm antenna(s) are plugged in. Confirm SW 1 (Power) is OFF.
Status light is teal.	CPiD-RF may need to be auto-tuned: reset unit by pressing button. View Status LED when re-testing for a good result.
System is constantly alarming.	Remove tagged items within 3ft (0.9m) of the pad. Try reducing the receiver gain (SW 4, 5, 6). Another Deactivator could be too close to the pad. Try turning the other device off or moving it further away.
Status light is blinking red. (This indicates a mis-tune condition.)	Confirm there is nothing laying on top of the antenna. Remove nearby metal objects and then reset.

The problem column describes the noticeable symptoms which indicate CPiD-RF is not functioning at its best. Sometimes the solution is obvious, for example, remove nearby tags, but the action(s) column gives you a formal approach to solving any problem. The steps allow you to identify the issue and prevent it from occurring again.

Counterpoint ECO

This product version is based on the CPiD-RF. Some features are not available on the ECO version of the product, namely Interlock and iVerify. Normal deactivation procedures will apply to Counterpoint ECO. Contact Checkpoint for additional information on applications.

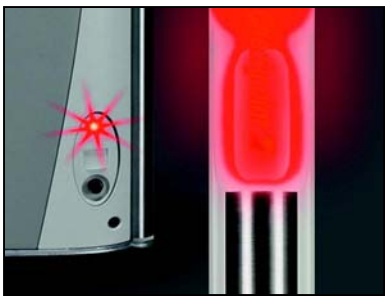
Testing Procedures

EAS Pedestals

It is suggested that the pedestals are tested at the start of each business day. Use the same method each time which helps to build confidence that the system is performing as designed.

To test the system properly, walk completely through the pedestals while holding the test tag (included in your welcome kit) at waist level. Waving the test tag alone between the pedestals will not provide a true reading.

If you are experiencing detection problems when using the test tag with the pedestals, please check the following before placing a service call:



1. Is the light at the base of one of the pedestals illuminated?
   A. If so, than power is active
   B. If not, refer to number 2
2. Is the AC circuit breaker powering the pedestal tripped?
   A. If so, reset the breaker and recheck
   B. If not, refer to number 3
3. If the problems persist, contact Checkpoint's Service Department to place a service call. When placing a service call, please give a brief description of the problem you are experiencing. See the Contact Information section for details on how to contact your service center.

Test deactivation height:
For 5 or 6 Mode Deactivation units:
Hold the DV1000 unit approximately 15 inches over the centre of the pad. While holding the button, slowly lower the DV1000 device over the pad or locating label until the light illuminates green. This indicates that a deactivation field is present.

For 4 Mode deactivation unit:
Place a tag and DV1000 over the pad at the same distance and repeated the above procedure. The presence of the tag will activate the pad and aid the DV1000 to determine the presence of a field.

If no light is illuminated then either the battery is completely drained or there is no deactivation field present.

Test the DV1000:
Depress the button. If the light illuminates red then the battery is low and should be replaced.

Testing Procedures

Omni Verifier

On the side of the Omni Verifier unit slide the toggle switch to “DV.” Depress the red button. The amber and green lights will illuminate. If the green light is blinking, this indicates that the battery is low and the unit needs to be placed onto the charging cradle.

Hold the Omni Verifier device approximately 24 inches above the deactivation pad and slowly lower until the red indicator illuminates and the sounder beeps. This indicates that the deactivation field is present.

If you experience deactivation problems when testing your deactivators using either the DV1000 or Omni devices, please check the following before placing a service call:

1. Locate the deactivation electronics box and confirm it’s plugged in and/or the power switch is turned on. A green light should be illuminated on the front of the electronics box to indicate power.

2. If the light is on, the power supply is plugged in and there is still no deactivation field present, confirm the antenna cable and connector are plugged into the back of the electronic housing.

3. If the problems persist, contact Checkpoint’s Service Department (800-253-7580) to place a service call. When placing a service call, please give a brief description of the problem you are experiencing.

Troubleshooting

Phantom Alarms

A phantom alarm is when the alarm sounds or the pedestals illuminate when no one is walking through the system.

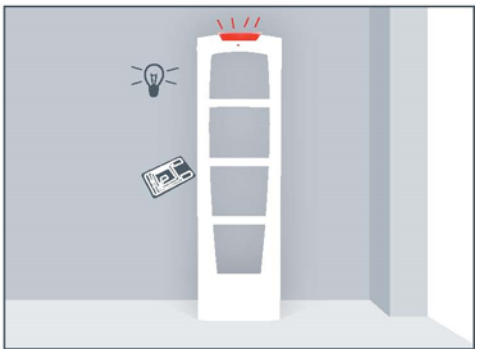
Review the following suggestions to troubleshoot:

Q: Is someone carrying tagged merchandise near the system? Are there tags or tagged merchandise within six feet of the system?
A: Check behind the counters, inside boxes, etc.

Q: Are coiled wire or cords near the system (carpet shampooers, extension cords, etc.)?
A: Remove the material and monitor the pedestals to see if this fixes the issue.

Q: Are display racks in the vicinity loose, close to or touching the pedestals?
A: Door handles and cart guards should be insulated from the door frame by inserting rubber gaskets. If there is an excessively loose or rickety display nearby, move it at least six feet away from the system.

If the phantom alarms continue, turn off the system for a period of time, up to one hour, and then turn it on again. This should allow any interference to clear. Please refer to the Possible Alarm Causes (page 25) section for additional ideas.



Troubleshooting

Counterpoint Deactivation Units

If you are experiencing problems when testing deactivation units, check the following before placing a service call:

1. Make sure the chassis is plugged in and/or the power switch is turned on. A green light should illuminate on the front of the electronics box to indicate power.

2. Check for tags or tagged merchandise that may be located near the deactivation pad, electronics box or cabling. There should be a minimum of three feet of clearance around the pad and electronics box.

3. Check the area around the deactivation pad for any large amounts of metal that may be present. There should be a clearance of six inches around the deactivation Pad.

OMNI

If you are experiencing problems when using the OMNI handheld device, check the following:

1. If the unit gives off an erratic alarm and/or the noise light illuminates while in PV mode, move at least six feet from the EAS pedestal and try again.

2. If the unit does not give off any alarm or the green power light blinks, recharge the battery by returning the OMNI to its charging cradle.

DV1000

If you are experiencing problems when using the DV1000 device, check the following:

1. If the light on the front of the unit is red when the button is depressed, replace the 9-volt battery under the battery door on the bottom of the unit.

2. If the unit does not detect a field from a known good deactivation area, replace the 9-volt battery under the battery door on the bottom of the unit.

PV 2000

1. If it doesn't beep when turned on, the battery may need to be replaced.
2. If the AMBER light is seen, this indicates a low battery and the battery should be changed at this time.

Possible Alarm Causes

A false alarm occurs when a pedestal alarms or illuminates when someone passes through the system after tags on the merchandise have been deactivated and/or removed. Review the following suggestions to troubleshoot:

Q: Did you double-check the merchandise for tags?
A: Re-run the merchandise over the deactivation pad or check for missed hard tags.

Q: Does the alarm sound at the doorway after a soft tag has been passed over the deactivation pad?
A: Look to see if the deactivation system is powered.

Experience has shown that other possible causes can be:

- Metal racks/weekly magazine/circular racks

- Doors/door frames
  - The upper tracks of sliding doors
  - Manual doors are loose or push bars are not insulated

- Shopping Carts
  - Metal carts pushed together
  - Cart corral railings loose

- Cables/extension cords
  - Seasonal lights or tree decorations or excess CCTV cabling
  - Vacuum cleaners

A Guide to Handling Alarm Activations

For every alarm activation, the nearest trained store associate should respond by following these tips and guidelines:

- There is a chance that the staff has not deactivated/removed a tag.
- Keep the approach non confrontational.
- Walk calmly to the customer, **do not run.**
- **Smile.**
- **Be friendly.**
- **Never** touch the customer or stand too close…keep at arms length. Safety first!
- Apologize for the inconvenience and assume it is a store problem.
- **Never** embarrass or accuse the customer.
- **Never** make assumptions based on the customers appearance.
- **Never** raise your voice.
- Avoid words that will intensify the situation…words such as thief, problem, shoplifter, security.
- Keep it simple, short and sweet.

After any tags have been dealt with, be sure to walk the purchase through yourself. You do not want to further embarrass the customer if there is still an issue.

Key phrases might include:

- "Sorry, we have made a mistake putting your items through our security system, please can you come back and I'll correct it."
- "Would you mind if I take a look at your receipt so I can see who assisted you?"
- "Have you done any shopping elsewhere today?"

Things to remember:

- If a customer runs, follow your training procedure.
- Never put yourself in danger; if you are threatened, inform your manager immediately.
- Never try to physically restrain a customer.
- The tagging system does not alter your company policy for dealing with known shoplifters.
- The tagging system is a deterrent based, customer service tool.
- Remain vigilant on the store floor and report any suspicious behavior to your manager.

Remember always follow your own corporate policies and guidelines on approaching shoplifters.

Alarm Activation Log

Recording Alarms

User's should keep a written record of every alarm, regardless of its cause. Alarms may be caused by interference within the system (phantoms), tags that have not been deactivated or removed, or by a shoplifter attempting to remove merchandise. The alarm log sheets demonstrate how well the system is working in addition to providing alarm patterns that help management design the most beneficial inventory control program for your store. Store management will decide whether to keep the log and what information is to be listed.

Using the Alarm Log

- Choose a log sheet format that serves your needs. An alarm log sample master sheet is provided in the Welcome Kit. You may use this to make copies of the preferred alarm log format. This format may be adapted to suit the needs of your store.
- Record every alarm, completing all information.

What to Record

Store management will decide what to record. Listed below are a few suggestions:

- Results of test
- Date of alarm
- Time of alarm
- Type of alarm (**R/U/P**):
    - **R:** Real alarm (shoplifting attempt)
    - **U:** Unintentional alarm (electronic door opening card, failure of associate to remove or deactivate a tag)
    - **P:** Phantom alarm for no apparent reason. If so, record whether the system was turned off afterward
- Merchandise recovered, if applicable
- Value of merchandise recovered, if applicable
- Name of store employee who handled alarm situation
- Description of alarm response; additional comments
- Date and reason Checkpoint Service Department was called

Checkpoint®

Activity Log

Date	Time	Cashier Lane#	Types of Merchandise List all items recovered	Value of Items	Name of Responding Person	Activity Code*			Customer# Response			Description of Situation Remarks • Tags Found
						R	U	O	1	2	3	

* R = Real U = Unintentional O = Other Tag Reorder Number 1-800-548-8334
* 1 = Cooperative 2 = Agitated 3 = Hostile

Customer Service Procedures

A majority of the EAS alarms that are produced are caused when an associate fails to deactivate or remove a tag or other security device when the customer is checking out at the point of sale.

Help complete the customer experience by responding to the EAS alarm:

- Acknowledge the customer
- Let the customer know we may have missed a tag during the purchase
- Run the entire bag over the deactivation pad and check the merchandise for missed hard tags
- Apologize to the customer for the inconvenience and thank them for shopping at your store

When approaching customers, be courteous at all times and never make accusations or threaten the customer in any way. Always defer to store policies and procedures for responding to system alarms. Contact your store manager with further questions. It is also important to be consistent in the manner in which alarm situations are handled.

If there is no response to alarms, shoplifters will observe this and return to the store in the hopes of challenging both the system and store personnel.

1. Do not spray the pedestals with cleaning solution. Instead, spray the cleaner on a towel and wipe down the antennas.

2. Do not place liquids in an area where they could spill and short-circuit a deactivation unit.

3. Call Checkpoint's Service Department before installing new carpet to avoid cutting the system cable.

4. Turn the system off if there is remodeling or electrical work being done at your store. Otherwise, the system may alarm for no apparent reason.

5. Do not decorate the pedestals with foil or lights (i.e. Christmas lights). These will interfere with the system.

Points to Remember

- Test all components of the Checkpoint system each morning and record results in the Alarm Log
- Record all alarms in the log
- Review alarm response guidelines periodically with employees responsible for handling alarms
- Familiarize all new employees with the system and make sure they review this User's Guide
- Make sure that employees do not give customers any information about the system or tags
- Call your Checkpoint representative if you have any questions regarding the use of the system, tags or accessories

Customer Service Contact Information

For you Customer Service needs, please call 1800-253-7580 and follow the prompts or email call.center@checkpt.com.

Checkpoint Systems is a global leader in merchandise availability solutions for the retail industry, encompassing loss prevention and merchandise visibility. Checkpoint provides end-to-end solutions enabling retailers to achieve accurate real-time inventory, accelerate the replenishment cycle, prevent out-of-stocks and reduce theft, thus improving merchandise availability and the shopper's experience. Checkpoint's solutions are built upon 45 years of radio frequency technology expertise, innovative high-theft and loss-prevention solutions, market-leading RFID hardware, software, and comprehensive labeling capabilities, to brand, secure and track merchandise from source to shelf. Checkpoint's customers benefit from increased sales and profits by implementing merchandise availability solutions, to ensure the right merchandise is available at the right place and time when consumers are ready to buy. Listed on the NYSE (NYSE: CKP) Checkpoint operates in every major geographic market and employs 4,700 people worldwide.

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