

Quick guide

LOSS PREVENTION TECHNOLOGIES

A QUICK GUIDE TO AM AND RF
SYSTEMS

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Traditional loss prevention technologies, specifically AM and RF systems, offer retailers powerful tools to combat theft and protect valuable assets. By understanding the operational principles, benefits, and considerations of these technologies, businesses can make informed decisions when implementing loss prevention strategies.

1. OVERVIEW OF LOSS PREVENTION TECHNOLOGIES

Definition and Importance:

Loss prevention technologies encompass a range of tools and systems designed to mitigate theft and protect retail assets. They are essential for maintaining profitability and providing a secure shopping environment for customers.

Key Goals: Theft Deterrence and Asset Protection:

Loss prevention technologies primarily aim to deter theft and reduce shrinkage, which includes *shoplifting*, *employee theft*, and *administrative errors*. They also ensure the protection of valuable merchandise and contribute to a positive customer experience.



2. ACOUSTIC MAGNETIC (AM) SYSTEMS

AM technology relies on the interaction between a transmitter and a label/tag containing a resonating strip. When passing through an exit gate, the resonating strip triggers an alarm.

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AND DIY SHOPS

- ✓ **Detection range:** AM offers a broader detection range, making it effective for wider exits.
- ✓ **Tag variety:** AM tags can be smaller, which allows for more discreet application on items.
- ✓ **Reduced false alarms:** AM systems are less susceptible to electronic interference .
- ✓ **Invisible systems:** AM technology provides concealed systems in doors or store floors.
- ✗ **Higher cost:** AM technology tends to be more expensive to implement.
- ✗ **Limited tag placement:** Labels can't be bent around merchandise and can't be easily printed on.

3. RADIO FREQUENCY (RF) SYSTEMS

RF technology uses antennas to create an electromagnetic field around an exit. When an active tag enters this field, it triggers an alarm.

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- ✓ **Cost-effective:** RF technology is generally more affordable, making it a popular choice for smaller retailers.
- ✓ **Deactivation:** RF tags can easily and with high speed be deactivated at checkout, providing a smooth customer experience.
- ✓ **Compatibility:** RF tags are compatible with a wide range of products and materials.
- ✓ **Variety of tag styles:** RF tags come in various styles and flat stickers, accommodating different items and applications. Labels are be printable.
- ✗ **Limited detection range:** RF systems typically offer a narrower detection range, which may necessitate more antennas for wider exits.
- ✗ **Interference potential:** RF systems can be influenced by nearby electronic devices, potentially leading to false alarms.
- ✗ **Metal interference:** Performance near metal surfaces might be compromised due to interference.

4. WHICH SYSTEM SHOULD YOU CHOOSE?

Choosing the appropriate EAS technology depends on various factors such as **store layout**, **budget**, and the **types of products** being protected. Acoustic Magnetic (AM) technology provides a broader detection range and has concealed systems, making it suitable for larger, high-end stores.

On the other hand, Radio Frequency (RF) technology is **cost-effective**, offers **simple deactivation**, and is compatible with a variety of items, making it a preferred choice for smaller retailers.

Assessing these differences can guide retailers in making an informed decision to enhance their security measures and prevent theft effectively.

Lets make the right decision together

As a leader in retail security solutions, MTC EAS is dedicated to providing tailored EAS systems that align with your specific needs. With our extensive industry experience and technical know-how, we understand the importance of selecting the right technology to safeguard your merchandise and enhance your customers' shopping experience.

Contact us today to discuss how we can enhance your EAS security and contribute to the success of your retail operation.

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