

Product Protection Research Project: A3Tag

Executive Summary: Testing the Effectiveness of the A3Tag on Sales and Loss

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The LPRC team conducted a rigorous scientific study designed to assess the protective effectiveness and sales of the A3Tag across 3 test stores (2 stores received the Beige A3Tag and 1 store received the Red A3Tag) vs. 3 control stores, which had alternative EAS tags between 08/2010 and 12/2010.

Findings: Shrink at Cost

- Overall, shrink increased from pre-test to post-test for both the test (A3Tag) and Control stores (current EAS tags) – However, the test stores showed an 83% improvement in shrink compared to the control
- Results indicated the A3Tag more effectively protected the tested product compared to the control stores
- Results also indicated test item shrinkage was only lowered in the Red A3tag stores from the pre-test to post-test periods compared to the Beige A3tag and current EAS tagged stores when measured by the cost of the item losses.

Findings: Sales at Cost

- Overall, sales increased for the A3tag stores from pre-test to post-test. In contrast, sales decreased from the pre-test to the post-test for the control stores.
- Red Tag - The sales analysis indicates the sales from the pre-test to post-test periods increased for the Red A3Tag condition (see Table 2).
- In contrast, sales decreased for the control group from the pre-test to post-test period.

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