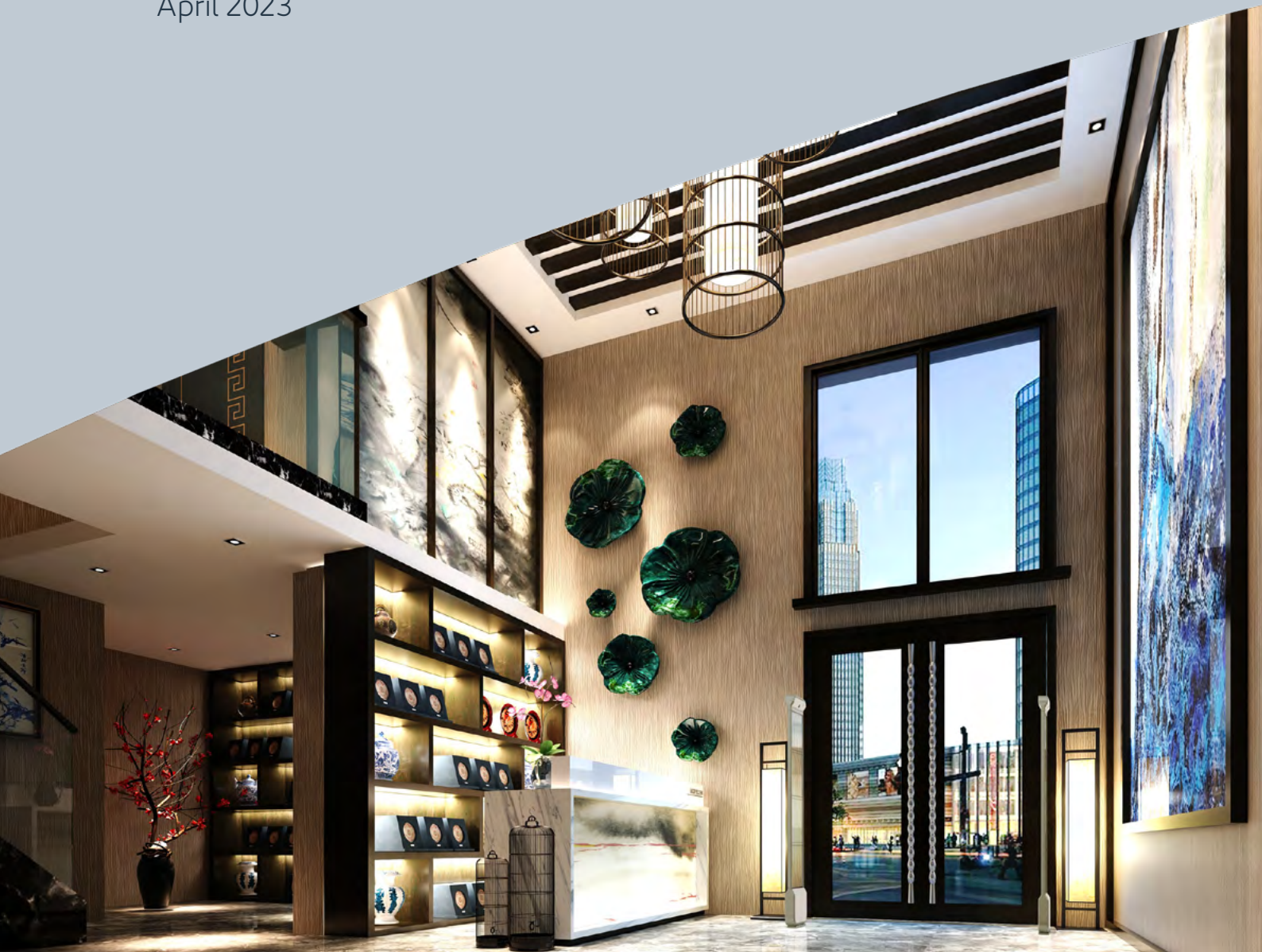




Unlocking the power of beautiful displays

Boost revenue, service, and brand performance through vertically integrated RFID solutions

April 2023





UNLOCKING THE POWER OF
BEAUTIFUL DISPLAYS

Contents

Brick-and-mortar retail has serious hang-ups

Display compliance: the good, the bad, and the ugly

The power of beautiful displays

The problem with display compliance

Intelligent labeling with RFID

RFID for better display compliance

Global inventory visibility with ItemOptix for Retail

Global inventory management, made to measure

Top of the stocks

Discreet, effective loss prevention with SFERO

Loss prevention never looked so good

Reduces shrinkage, maximises visual appeal

Beautiful displays: where people meet tech

The Checkpoint Process

**"Superior omnichannel support requires
90% inventory accuracy or greater."**

— A LEADING GLOBAL RETAILER

Brick-and-mortar retail has serious hang-ups

Today's retailers are in a bind. They want to reap the benefits of beautiful, compliant displays, but their systems are outdated. And it's hurting their revenue, running costs, and brand integrity.

Under current practices, expensive staff resources are gobbled up by time-consuming processes like manual stock counts, hard tagging, and replenishment. Despite their best efforts, retailers are left with poorly stocked shop floors, messy displays, and lost revenue. And that's just the start.

The pandemic accelerated changes in consumer behaviour far quicker than many were ready for. In the wake of the online shopping boom, customers crave seamless omnichannel experiences, tailored merchandising, and faster service.

The rise of BOPIS and other click-and-collect services is brilliant for boosting footfall and generating extra sales (with the right displays in place), but they come at a cost. They only work if you have accurate stock numbers; retailers relying on manual stock counts rarely do. Worse yet, click-and-collect services have shortened the turnaround between customer purchase and pick-up, making it harder to locate items in time. It's almost impossible for staff to keep up.

What consumers want

- 41%** – retailer websites or apps to find products in-store
- 38%** – click-and-collect services
- 34%** – scan-and-go technology to monitor spending and check out.

Source: PwC's February 2023 Global Consumer Insights Pulse Survey

96%

OF CONSUMERS EXPECT SEAMLESS EXPERIENCES ACROSS CHANNELS

Slow systems and manual processes aren't a match for the demands of today's retail environment. But there is hope. By blending display compliance with readily accessible retail tech, shops can slash out-of-stocks by up to 90%, lower 'sample count' labour costs by up to 75% and enjoy a 99% increase in planogram accuracy. But to find the solution, you need to fully unpack the problem...



UNLOCKING THE POWER OF
BEAUTIFUL DISPLAYS

Display compliance: the good, the bad, and the ugly

The power of beautiful displays

Maximise revenue

Display compliance is crucial to revenue. A focused, well-stocked display captures attention and effortlessly guides customers towards their perfect style and size. It's a well-oiled machine — the displays entice sales, and staff restock, ready for the next customer.

A 1% IMPROVEMENT IN DISPLAY COMPLIANCE ACROSS RETAIL COULD INCREASE REVENUE BY \$3BN PER YEAR



Improve customer service

The effect of low stock, messy displays, and frantic staff can't be understated. Not only is it a massive turn-off, but it can also tank brand trust. If you're consistently out of stock or can't locate click-and-collect items promptly, customers will switch to a retailer who can deliver.

Bad brick and mortar experience: the consumer fallout

69% – less likely to return to that location

41% – less likely to visit any other location belonging to that brand

70% – 'thought less' of brands that couldn't offer consistent experiences

Deliver an impactful brand experience

Where the online world offers instant gratification and convenience, brick-and-mortar shops offer experiences. Beautiful displays can tempt shoppers into a space, showcase products in their full glory, and encourage interaction.

The problem with display compliance

Even the most innovative displays will fail if staff don't have time to merchandise and maintain them. Using current systems, like emailed planograms and manual shop floor stock counts, staff are disadvantaged — visual guides go missing, replenishment falls behind, and the store loses money because no one can keep track of stock movement.

**OVER HALF (58%) OF THE TIME,
STORES FAIL TO EXECUTE
DISPLAYS AS PLANNED**



Retailers without good stock visibility risk higher shrinkage by accidentally creating more opportunities for theft. Hard tagging with RFID is a great solution, but it's not always practical; it's a drag on staff time and takes the polish off displays. It's lose, lose.

Moving toward better display compliance doesn't have to be time-consuming or expensive. In fact, there's an incredibly simple solution, and it's the gateway to future-proof display compliance...





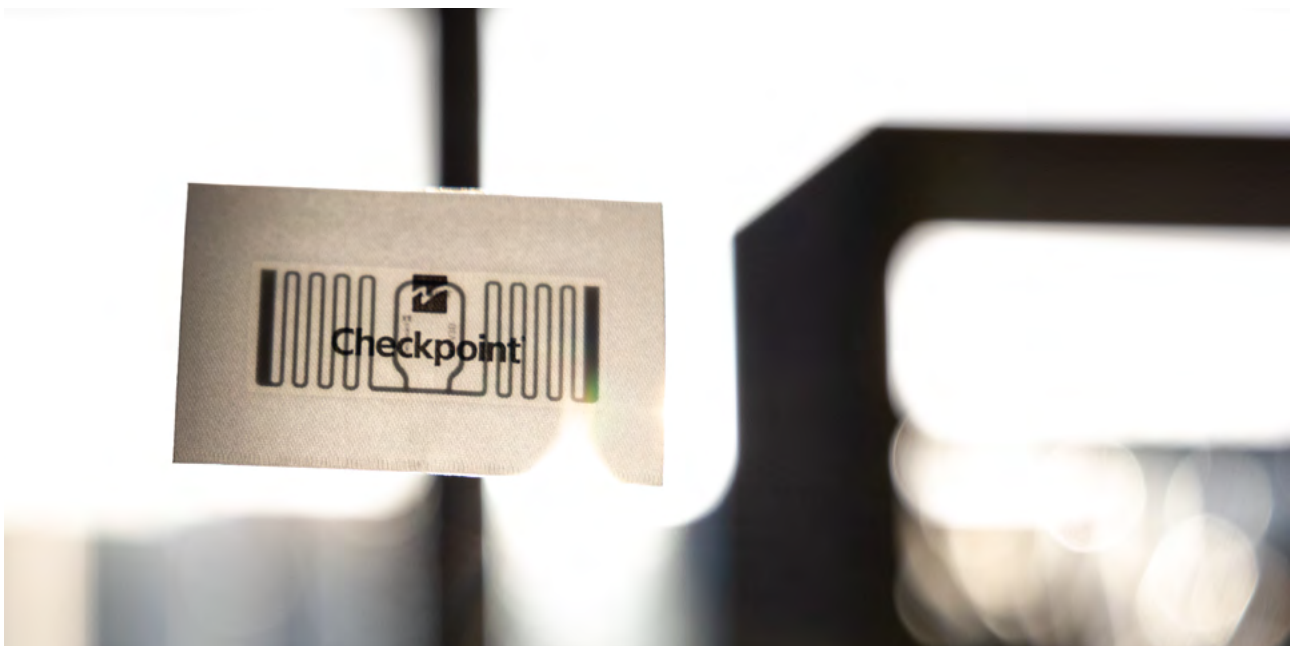
UNLOCKING THE POWER OF
BEAUTIFUL DISPLAYS

Intelligent labeling with RFID

Smart RFID labels are a simple yet crucial first step towards reaping the benefits of retail tech. They use radio frequency identification to communicate, track, and store information. It's all there at your fingertips with just one scan.

Adopting RFID labels in stores is as simple as finding the right labeling partner. For example, our factories are close to needlepoint, so we can encode and supply your RFID labels at the point of manufacture. Your stock can go onto the shop floor fresh from the delivery truck, just like that.

RFID labels don't impact brand integrity, either. They can be as simple or sophisticated as you need them to be, from hang tags to woven labels. You can embed them in garment linings, care labels, or even jacron patches. Because we have a global presence, your RFID labels will always look and feel consistent, no matter where in the world we make them. You'll get all the advantages of intelligent labels with zero compromises to your brand.







UNLOCKING THE POWER OF
BEAUTIFUL DISPLAYS

RFID for better display compliance

You can't sell what you can't find! RFID labeling has successfully been used to reduce phantom out-of-stocks to almost zero percent and cut the time a sample item is missing from display by up to 90%.



Better stock visibility and replenishment are only half the story. RFID tagging can also save money through reduced labour costs. You can dial back the time taken for manual display sample counts by up to 75% — you're getting more accurate counts more quickly without the need for extra staff on rota.

Stock inventory time is 43 times quicker

LPP'S RESULTS USING RFID
DISPLAY COMPLIANCE FROM
CHECKPOINT

Source tagging your garments with RFID labels reduces the time spent hard tagging after a stock delivery. Your RFID data will show which products are most prone to shrinkage, so you have the option to focus your hard tagging efforts there and reclaim your time on the rest.

RFID is a great start on its own, but when paired with next-generation inventory software, you can unlock global stock visibility and local data.





Global inventory visibility with ItemOptix™ for Retail

In today's retail environment, speed is everything. What if you could re-merchandise quickly to maximise local trends or meet customer needs by pinpointing stock for quick replenishment or order fulfilment? It's all possible with ItemOptix for Retail.

Global inventory management, made to measure

ItemOptix is cloud-based inventory software. It gives you item-level global traceability for all RFID-tagged garments across stores, warehouses, online, and distribution centres. That means total visibility over every item of stock, no matter where it is.

No one wants to endure the headache of searching for SaaS products that integrate with their current systems and software, which is why ItemOptix was designed to be 'open'. It's one of the most

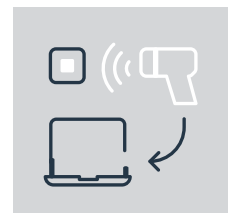
flexible, adaptable options on the market and plays nicely with other systems and programmes you already use, too. It's easy to use, easy to deploy, and easy to adapt.

Top of the stocks

ItemOptix has an integral part to play where display compliance is concerned. Data and testing have shown that RFID inventory management software can shrink phantom 'out-of-stocks' by a whopping 90% and give up to 99% stock accuracy. With everything present and accounted for, you can profit from it rather than write it off as lost revenue.

Benefits of inventory visibility

- 99% inventory accuracy**
- 90% out-of-stocks reduction**
- 75% reduction in audit costs**
- 4% sales uplift**

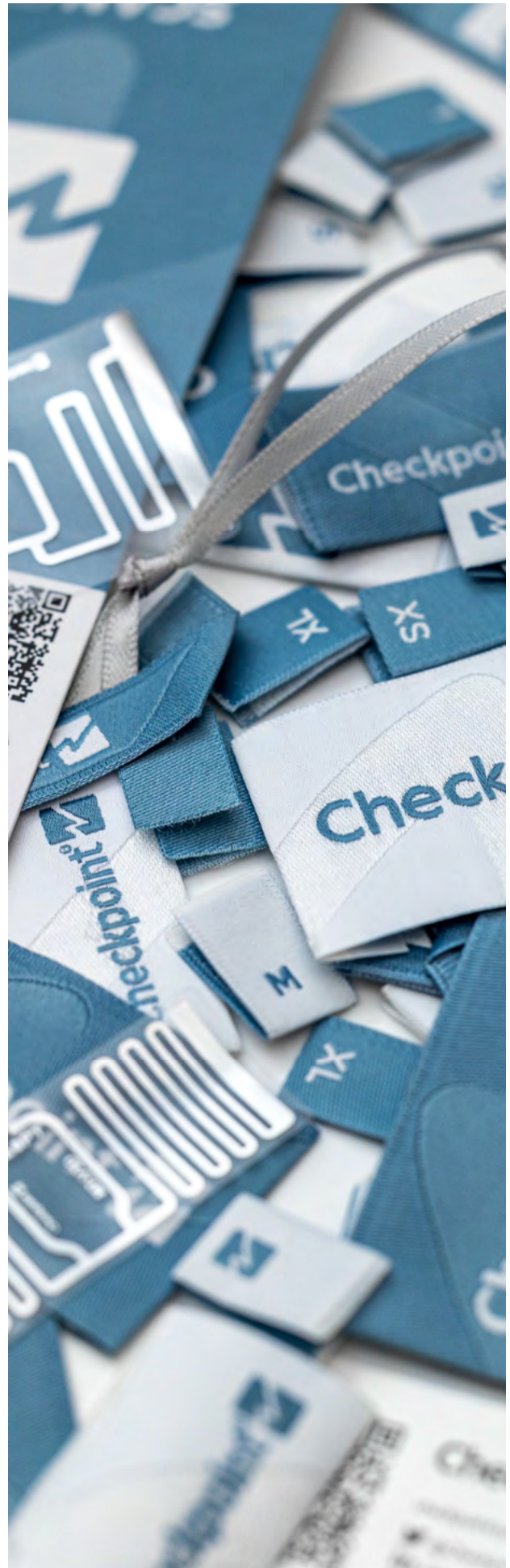




UNLOCKING THE POWER OF BEAUTIFUL DISPLAYS

ItemOptix functionality allows you to segment stock, so you can count display items separately for quick replenishment, attractive displays, and no awkward mix-ups. Inventory control software can improve your planograms, too — data on sales patterns quickly reveals your best-selling items, sizes, and combinations. You'll get faster insights, making it easy for staff to react and re-merchandise to maximise sales.

Now that garment labeling and inventory management have been checked off, there's only one more missing piece in the revenue-boosting discussion — loss prevention. And you'll be glad to hear there's a retail tech solution which delivers an impressive 90% reduction in shrinkage without any unsightly barriers, bulky tags, or time-consuming hard tagging.



Discreet, effective loss prevention with SFERO™

Missing stock = missing revenue. Although you can mitigate the issue with inventory visibility software and more frequent smart stock counts, shrinkage can seriously undermine your efforts. Unfortunately, traditional loss prevention solutions aren't ideal when you're trying to create beautiful displays...

It takes a lot of work to create an inviting space capable of enticing potential shoppers through the doors. If you're trying to create an open, spacious environment, you might not want large security gates breaking up your entryway or blocking the view.

Loss prevention tactics can also take the shine off displays on a smaller scale. Too many hard tags can work against the aesthetic you're trying to create, especially when it comes to small accessories or delicate, draped fabrics. Not to mention the time-consuming process of hard tagging individual garments.

So, we invented SFERO to eliminate all three concerns in one fell swoop.

Loss prevention never looked so good

SFERO is a customisable modular RFID loss prevention system. It uses a combination of intelligent pedestals and overhead antennas to boost detection by up to 95%.

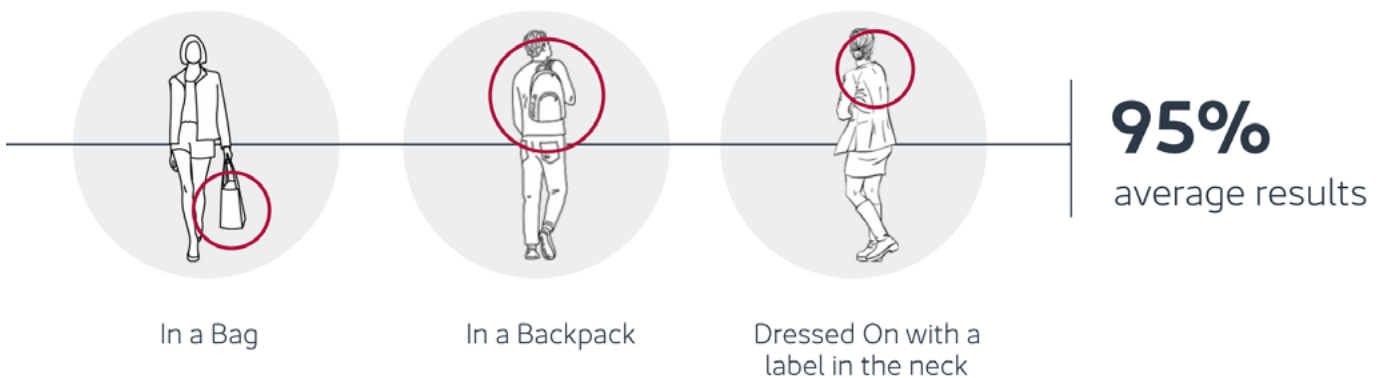
SFERO's flexible, modular set-up makes it the first of its kind. It can be adapted to protect almost any space seamlessly — the ceiling-mounted antennas can cover large spaces, and the pedestals are effective visual theft deterrents with the ability to cover large doorways.

Your displays look slicker with SFERO, too. Using it means you can get added EAS capabilities from your RFID labels and inlays, so they work even harder for you. Better yet, you can choose between RFID labels, embedded solutions, or hard tags to suit each product range and each display.



A POTENTIAL SET UP IN STORE

SFERO Test Results



PROTECTING YOUR GOODS AGAINST THEFT



UNLOCKING THE POWER OF
BEAUTIFUL DISPLAYS

Reduces shrinkage, maximises visual appeal

SFERO's futuristic, discreet design protects your stock without cramping your style. The modular design means your loss prevention tech could be nearly invisible to customers via embedded RFID inlays and hidden mounted ceiling antenna. No barriers at the door, no hard tags lurking in every display, just seamless, impactful experiences that invite customers to interact and buy!

Because it uses RFID technology, SFERO isn't a burden on staff. RFID as EAS means using one tag for security and inventory control, all applied at source. It saves time, money, and precious human resources.

So, as it turns out, you really can have beautiful displays with minimal shrinkage. Embrace loss prevention tech and enjoy all the benefits of aesthetically pleasing displays with the added muscle of superior loss prevention. It really doesn't get any better!



SFERO™

Beautiful displays: where people meet tech

Brick-and-mortar retail teams can't hope to deliver amazing results if you don't give them the tools they need to succeed. Display compliance is founded on sensible logic but isn't always realistic in practice — at least, not without loading the shopfloor with staff every day.

With the right information, systems, and support at their fingertips, your teams are free to do their best work. That means more attentive customer service, faster merchandising and replenishment, greater accuracy, and more lavish, immersive visual displays. So, how do you find the right information, systems, and support? We're glad you asked.

The Checkpoint Process

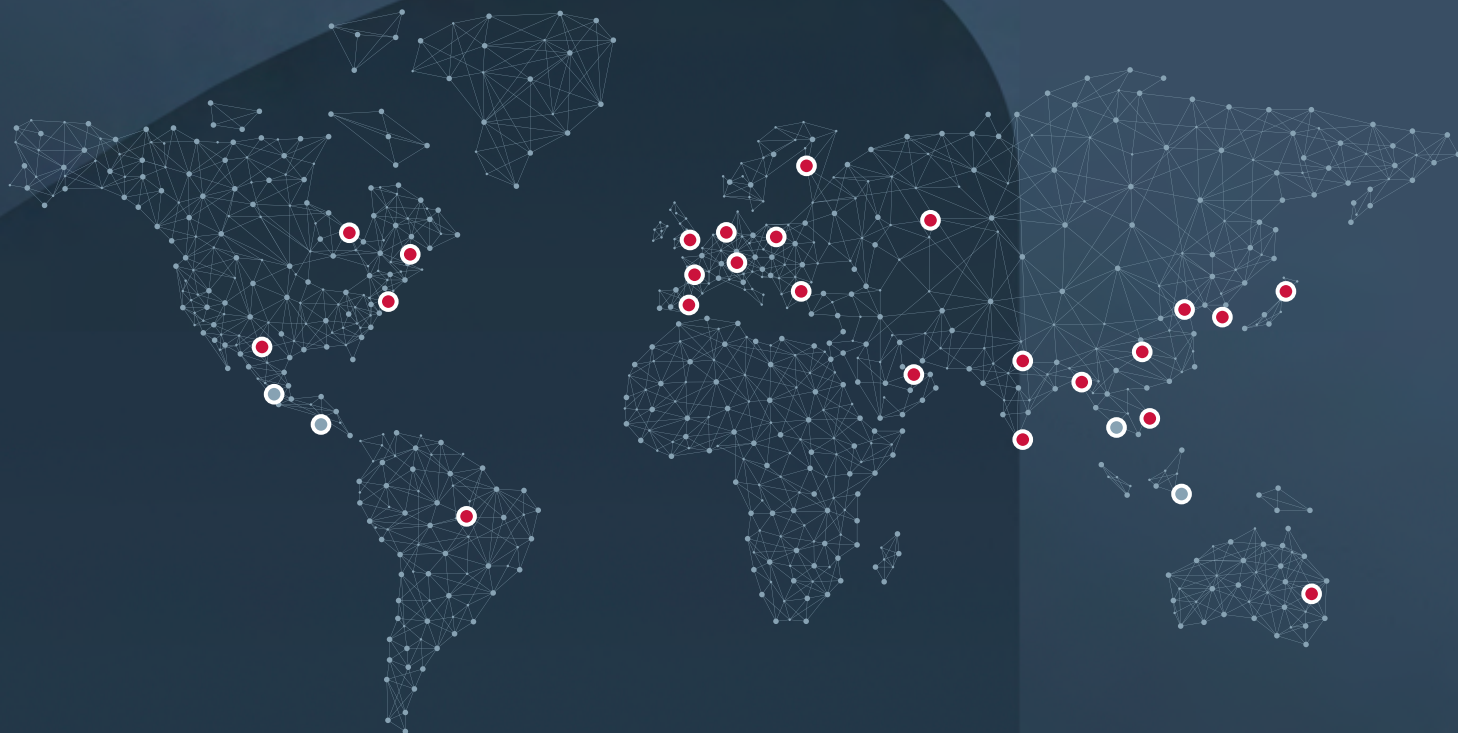
There's no such thing as one-size-fits-all when it comes to truly effective retail technology. That's why we use the Checkpoint Process — it's our way of helping retailers solve their pain points and adapt the solutions seamlessly from store to store.

We'll work with you to thoroughly assess the main issues in each of your spaces, creating customised demos either in-house or at our facilities, before crafting pilots, which we'll use to train your staff. It's an excellent way to make progress while ironing out any kinks or issues along the way.

Thanks to our history and expertise in converting concepts into consistent, beautiful labeling in-store, you'll also get a lifetime of support as your brand grows. No matter which direction you want to take, we'll find a way to get you there.

You'll be ready to face the future of retail without being left in the dust — innovative displays, excellent service across every channel, and better earning potential.

Ready to unlock the power of beautiful displays? Get in touch with our team at ukinfo@checkpoint.com, and we'll help you find your ideal solution. You'll get expert support at every stage of the journey and beyond.



About Checkpoint Systems, Inc.

Checkpoint Systems is a vertically integrated RF/RFID solution provider for retail. With consumer demands accelerating at an extraordinary rate driven by technology, Checkpoint delivers intelligent solutions – bringing clarity and efficiency into the retail environment anytime, anywhere. Through a unique offering of software, hardware, labels, tags and connected cloud-based solutions, Checkpoint optimizes retail operations and efficiencies with real-time intuitive data delivered throughout the supply chain and in-store resulting in improved profitability and an enriched consumer experience. Checkpoint's intelligent retail solutions are built upon 50 years of radio frequency technology expertise, innovative high-theft and loss prevention solutions, market-leading software, RFID hardware and comprehensive labeling capabilities to brand, secure and track merchandise from source to shelf.

Corporate Headquarters, 101 Wolf Drive, Thorofare,
NJ 08086, USA

www.checkpointsystems.com

About CCL Industries

CCL Industries Inc, a world leader in specialty label and packaging solutions for global corporations, small businesses and consumers, employs approximately 21,000 + people & operates 180 production facilities on 5 continents with corporate offices in Toronto, Canada and Framingham, Massachusetts.

www.checkpointsystems.com



[/checkpoint-systems](https://www.linkedin.com/company/checkpoint-systems)



[/checkpoint.apparel.labels](https://www.instagram.com/checkpoint.apparel.labels)