



Stop thieves stealing
your Christmas
spirit this year.

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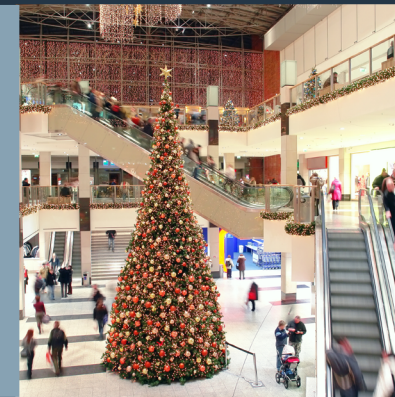
ALPHA SOLUTIONS

Guide to protect your Christmas best-sellers

From tech to trainers, toys to beauty gadgets. With millions, sometimes billions worth of sales at stake across this year's anticipated best-sellers worldwide, it's vital retailers use everything at their disposal to protect the in-demand and valuable products at the top of thieves' hitlists as well as their customers'.

Whilst it can be tempting to turn to ultra-defensive tactics to protect high-value items, this can negatively impact shoppers' experience in store and may lead to them purchasing elsewhere.

To best help retailers understand the top-selling categories this coming Christmas, we've created this handy guide alongside the best options for protecting your best-sellers without compromising on display options or security.





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Technology

The global gaming consoles market alone was valued at US \$53.98 billion in 2021, making it a key Christmas gift, and a big hitter for thieves.

To keep consoles, and other predicted best-selling tech such as earbuds, tablets and gaming controllers secure on shelf this year choose Alpha Keepers® or Spider Wrap® security devices.

Available in a range of sizes to suit any size or shaped box, Spider Wrap and Keeper security devices offer a host of different options for your seasonal displays.

Find the link to our Spider Wraps on the next page



View our range of Alpha Keepers here





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Health & Beauty gadgets

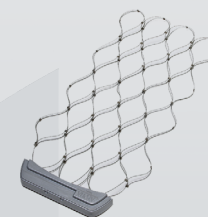
The humble hair dryer has evolved. Enter hot brushes, airwraps and styling wands, with technology also playing a much larger part in skincare courtesy of electronic face massagers. In fact, the global beauty gadget market was worth US \$51.3bn last year and is still seeing impressive double-digit growth.

Alpha Spider Wraps are designed to keep this kind of tech secure, while allowing shoppers to pick up packaging to read product features.

Reusable and easy to apply and remove in-store, Spider Wraps have become the standard in high-theft security.



View our range of Alpha Spider Wraps here





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Bags & purses

Handbags and accessories are always Christmas list favourites. No wonder then that the global, luxury handbag market was valued at more than US \$20.9bn in 2020 and expected to hit more than US \$30bn by the end of 2031.

Keep bags, purses, and wallets safe with Alpha CableLok® security devices and Bug Tag Snares. With options to suit any size and style of purse, and also any form of in-store display this holiday season.



View our range of Bug Tag Snares here



View our range of Alpha CableLoks® here





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Sneakers & shoes

Don't let thieves take a share of the US \$58bn global sneaker market this Christmas.

Instead protect everything from Air Jordan and Converse shoes, to Jimmy Choos and Ugg boots with the Alpha OPAL™ tag, which allow shoppers to pick up and examine the shoes without risking them hot-footing out of the store with a pair.

OPAL's unique, one-piece pinless design allows for easy application and removal, and does not inhibit customer try-on- all without damaging the product.



Learn more
about the OPAL™
tag



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Golf Clubs & Sporting

This category is always a big hitter (literally!) at Christmas. And with sales of golfing equipment alone set to hit nearly US \$16bn by 2030, it's worth protecting your share.

Alpha O-Tag™ security devices can do just that. The O-Tag provides protection for uniquely-shaped merchandise while allowing safe customer interaction. Its one-piece design provides ease of application and removal at checkout.



Discover the O-Tag for yourself



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Wine & Liquor

Christmas wouldn't be Christmas without a tittle and that's what puts it at the top of many thieves' lists too. With many brands spending a lot of time and money producing special festive labelling and packaging for their products too, safeguarding brand integrity whilst maintaining open displays is a must.

With US \$470bn worth of sales at stake, it make sense to ensure your bottles are properly protected. Alpha's Crystal Guard®, Magna Guard™, and Versa Guard™ bottle caps are the answer.

Our bottle cap protection portfolio has been designed to bring security, ease of use, and aesthetics to the forefront, for nearly every size bottle.



View our range of Bottle Lock options





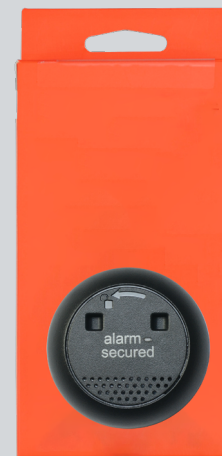
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Toys

Toys are a bedrock of Christmas gifting with the total, global market worth more than US \$100bn every year.

Alongside the latest releases, childhood favourites such as Lego and Barbie dolls are expected to be among the most in-demand toys for children to open on Christmas morning. Make sure Santa gets his hands on them before thieves do with Alpha Spider Wraps and Bug Tags.

Solutions perfect for protecting six-sided packaging, Spider Wraps attach using adjustable cables to wrap around packaging of any shapes and size, whilst the Bug Tag 2 is specifically designed to protect merchandise via an adhesive-backed disposable sled with a design that makes it difficult for thieves to pry off.



Learn more about
the Alpha Bug Tag 2



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Perfumes & cosmetics

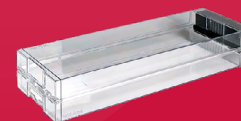
From affordable stocking fillers to special gifts, perfumes - and cosmetics – make perfect gifts, but can be easy to steal.

Whilst many stores resort to locked cabinets to display their cosmetic products, this dramatically inhibits customers from being able to smell and explore these fragrant favourites.

Secure them on the shelf with Alpha Collapsible Keepers® and our other Keeper security devices. Easy to use and open in-store at the checkout, Keepers® allow you to create attractive, visual displays with the confidence that your merchandise is well protected, perfect for this magical time of year.



View our range of Alpha Keepers® here





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Alpha High Theft Solutions for your high value products

Alpha High Theft Solutions offers a range of leading-edge products designed to protect high value, high theft merchandise while still allowing shoppers to experience them before they buy, offering between a 30% to 40% sales recovery without impacting shopper interaction with products.

Our product solutions are technology agnostic, designed to complement any EAS system, whether AM or RF as well as those not using EAS and pioneering the "Open Display" security philosophy.



Get in touch today to talk to the experts with more than 50 years in high-theft solutions.



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