



Source Tagging Council

Product Protection

Promoting Sales While Preventing Loss

Enhanced Auditing

How to Fine Tune Your Source Tag Program

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Product Protection -- *Promoting Sales While Preventing Loss*

- World's 2nd Largest Home Improvement Retailer
- 2007 Sales of \$48.3 billion
- Operate 1500 + home improvement stores in 49 of 50 states as well as stores in Canada
- EAS has been installed in our stores since 2002
- Vendor Source Tagging was one cornerstone of rolling out EAS

Source Tagging Foundation



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- Foundation of EAS Source Tagging Program is Item Detail
- Buyers, Vendors, and Store Operators Support Crucial
- Program must be targeted to the right mix of products
- Avoid “tag it all” mentality
- Audit compliance on consistent basis

Audit Your Vendors



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- Vendor compliance is crucial to program success
- Basic audits must be done to ensure tagging to program levels
- Buyers informed of vendors who do not meet minimum standards
- Focus placed on items not showing compliant: determine why there is an issue
- Determine next steps for those items

Improve Your Audit



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- When is compliance not enough?
- Packaging and tag integrity must be evaluated
- Source tagged items can not lose their protection due to poor packaging / tag placement
- Improve package or improve phase of source tagging
- Involve buyer and vendor in packaging review

- Q & A Slide.



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