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Press Release

Super Flag Tag – the next generation in product protection from Checkpoint Systems

Hirschhorn, 22th August 2019 – Checkpoint Systems, a global leader in source-to-shopper solutions has announced the launch of its new dual-purpose RF merchandise protection label – the Super Flag Tag.

The innovative, dual purpose, Super Flag Tag safeguards against theft and product tampering, enabling retailers and brands to protect a greater variety of products without obscuring messaging or impacting the planogram. There is no other label on the market that combines these benefits, enabling visible Source Tagging without obscuring legal wording or branding.

The tamper resistant tag wraps easily around the corners of boxes, sealing the opening and features a large surface area with a high-bond adhesive making it difficult to remove without visibly damaging the products packaging.

Equipped with the world's smallest best performing RF label range with optional Black Lock logo, proven to reduce shrink by up to 50%, Checkpoint's Super Flag Tag is ideal for protecting small, high-risk items such as cosmetics, pharmaceutical goods and other accessories from theft, while the clear label ensures barcodes and other key information are not obscured.

Ivan Gosling – Product Manager EAS consumables at Checkpoint Systems, commented:

"The new Super Flag Tag combines the very best of our Micro label technology with the addition of the high-bond adhesive and optional Black Lock logo, adding another layer of security for retailers and brands, deterring theft and packaging tampering. this next-generation RF label is perfect for high-value items where visibility of branding and legal wording is essential."

The new Super Flag Tag is available immediately.



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About Checkpoint Systems, Inc. (www.checkpointsystems.com)

A division of CCL Industries, Checkpoint Systems is the only 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.

Twitter: @CheckpointSys

About CCL Industries

CCL Industries Inc., a world leader in specialty label and packaging solutions for global corporations, small businesses and consumers, employs approximately 19,000 people and operates 150 facilities in 25 countries on six continents with corporate offices in Toronto, Canada, and Framingham, Massachusetts. For more information, visit www.cclind.com.

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