

Source Tagging - Glossary of Terms

Activation	The act of taking an EAS label from an inactive state where it will not alarm an EAS system, and bringing it to an active state where it will alarm an EAS system.
Applicator	A piece of automated packaging equipment designed to apply EAS labels faster and more accurately than by hand application methods.
Capsule Label	A drop-in label for dry foods, non-dry foods, vitamins, cosmetics, non-liquid pharmaceuticals, and health and beauty aid products.
Deactivation	The act of taking an EAS label from an active state where it will alarm an EAS system, and bringing it to an inactive state where it will not alarm an EAS system.
Disposable Label	An EAS label that is attached to or inserted inside of merchandise or packaging and is not intended to be removed at the point of purchase. A disposable Acousto-Magnetic label can be activated and deactivated an unlimited number of times.
EAS (Electronic Article Surveillance)	A proven loss prevention technique that protects assets and merchandise by utilizing security tags and labels and EAS detection equipment. EAS systems provide security for buildings, entrances, exits, and enclosed areas by alarming when items protected with an active tag or label pass through the detection equipment.
EAS Pedestal	An element of an EAS system, usually placed in exits, which detects and alarms when live labels pass through the field developed by it.
EAS Tag or Label	An EAS device that is attached and/or adhered to assets or merchandise which will alarm when passed through an EAS detection device in an active state. Multiple types of EAS labels exist; the three most common types are AM(Acousto-Magnetic), EM(electro-magnetic), and RF(Radio-Frequency). The three different types work only within their respective detection units.
Fractional Tagging	The application of EAS tags to a percentage of units in a production run.
Hard Tag	A reusable EAS tag that is removed from merchandise at the point of sale to be reused on other merchandise . This type of EAS tag is primarily found in the apparel market.
High Speed Application	Utilizing automated packaging equipment to apply EAS labels to product or packaging.
Inventory Shrink	Reduction in physical inventory caused primarily by

shoplifting and employee theft.

Label Double Checker An element of an EAS system used to detect the presence of live EAS labels. This device is used to detect the presence of active labels before they pass through an EAS system.

Mass or "Bulk" Activator/Deactivator An electronic device which brings multiple Acousto-Magnetic EAS labels from an inactive state to an active state at one time, even while products are packaged in master cartons or cases.

Pick Rate A ratio that is determined by the number of times an EAS system detects an active EAS label or tag.

Proximity Deactivation The process of turning off EAS labels which does not require the label to come into contact with a pad and which allows source tagging with hidden EAS labels.

Source Tagging The application of EAS labels into products or packaging during the manufacturing or packaging process.

Tag Pollution The act of a live EAS label leaving a store without an EAS system and entering another store with an EAS system causing an undesired alarm.