



Standard Soft Label

The Advanced Performance (AP) Sheet Label delivers reliable performance and merchandise protection using proven Sensormatic technology. This AM EAS label features a robust design for consistent deactivation at the point-of-sale (POS) and reliable performance, even when exposed to environmental stressors including shipping and handling. Available for in-store hand application, this label can also be applied to merchandise at the point of manufacturing so retailers can receive floor-ready merchandise with consistent label placement-expediting receiving and selling floor fulfillment.

Retailer Values

- // Utilizes proven Sensormatic AM technology and manufacturing process to provide reliable detection performance
- // Quality materials and precision manufacturing help deliver consistent deactivation at the POS
- // Small label footprint minimizes impact on brand promotion and important product information
- // Robust construction provides optimal merchandise protection
- // Works well on liquids, foils and in metal shopping carts
- // Reactivable for unlimited reuse

Product Codes

Code: F03000102

Technology

AM

Product Compatibility

Sensormatic AM detection and deactivation devices.

Environmental Constraints

Temperature

Maximum storage temperature not to exceed 50°C (122° F) for 96 hours at 80% RH.

Humidity

Unaffected by 80% humidity at 50°C (122°F), up to 96 hours.

Shelf Life

Two years from date of manufacture when labels are stored between 15°C -32°C (60°F-90°F), 30-80% RH.

Mode of Application

Hand

Materials of Construction

Plastic Substrate

Polystyrene/Polyethylene 0.254mm (0.010in) thick.

Magnetic Acoustic Resonator

Proprietary resonant magnetic material. Amorphous alloy based on iron, containing nickel, cobalt, boron and silicon

Laminate

Low Density Polyethylene/Polyester Polyethylene 0.101mm (0.0040in)

Bias

Proprietary semi-hard magnetic material containing iron and nickel

Adhesive

Double-coated, rubber-based adhesive:

// 2.4mil thick per side

// Minimum peel strength of 2.27kg/5lbs

Release Liner

Double-sided, silicon-coated 80 lb. bleached Kraft liner 0.114mm

Dimensions

Color White, Mock Barcode

Length.....45.21mm ± 0.5mm
(1.78in ± 0.020in)

Width 10.67mm ± 0.5mm
(0.420in ± 0.020in)

Label Thickness

(excluding liner)..... Maximum
1.89mm (0.074in)

(including liner)..... Maximum
2.00mm (0.079in)

Labels Per Sheet 108