# SensorMatic Standard Soft Label



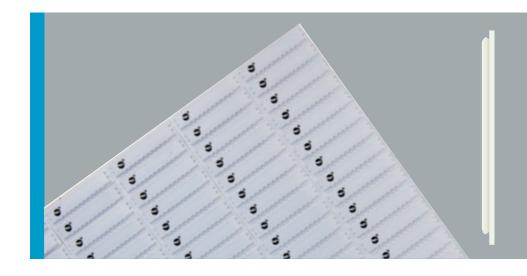


## **Standard Soft Label**

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-ofsale (POS) and reliable performance, even when exposed to environmental stressers 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
- // Reactivatable 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)

#### Rias

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	