



## Budget Soft Label

The Value Performance Label (VPL) delivers reliable performance and merchandise protection using proven Sensormatic technology. This AM EAS label is designed 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 to help expedite receiving and selling floor fulfillment.

### Retailer Values

- // Utilizes proven Sensormatic AM technology and manufacturing process to provide reliable detection performance
- // Helps deliver consistent deactivation at the POS with quality materials and precision manufacturing
- // Minimizes impact on brand promotion and important product information
- // Features robust construction for reliable merchandise protection

- // Works well on liquids, foils and in metal shopping carts
- // Reactivatable for unlimited reuse

### Product Codes Code: F03000103

### 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  
0.101mm (0.0040in)

### Bias

Proprietary semi-hard magnetic material containing iron and nickel

### Adhesive

Double-coated, rubber-based adhesive:

// 2.4 mil thick per side

// Minimum peel strength of 2.27kg/5lbs

### Release Liner

Double-sided, silicon-coated 80lb bleached Kraft liner 0.114mm (0.0045in) thick

### 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