



## Wide Exit Soft Label

### The premier choice in label performance and merchandise protection.

The Advanced Performance Xtreme (APX) Sheet Label delivers top-of-the-line performance and superior merchandise protection using proven Sensormatic technology. The APX Label provides exceptional range, sensitivity, tamper-resistance, detection and consistent deactivation at the point-of-sale (POS) with virtually no nuisance alarms. This robust and stable AM EAS label operates efficiently after exposure to environmental stresses, 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: F03000104**

### 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) thickness

#### 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 (0.004in)

#### Bias

Proprietary semi-hard magnetic material containing iron and nickel

#### Adhesive

Double-coated, rubber-based adhesive:

- // 2.4 mil thick each side
- // Minimum peel strength of 2.27kg/5lbs/in.

#### Release Liner

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