



DR Label

DR Label delivers merchandise protection to fit the narrowest of merchandise. This AM EAS label design secures items small enough to quickly hide or those that may be taken without attracting attention. The DR label provides consistent deactivation at the point-of-sale (POS) and reliable detection performance.

Available for in-store hand application, this label can also be applied to merchandise at the point of manufacturing. This allows retailers to receive floor-ready merchandise with consistent label placement to help expedite receiving and selling floor fulfillment.

Retailer Values

- // Utilizes proven AM technology and manufacturing processes
- // Protects cylindrically-shaped merchandise too narrow for traditional EAS labels such as cosmetics, skin care and oral health products
- // Permits open merchandising while still combatting theft

Suggested Solution Application

Cosmetics, Skin Care, Oral Health Products, Pain Relief

Product Code

F03000201

Technology

AM

Product Compatibility

AM deactivator
Soft Label deactivator

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.

Mode of Application

Hand

Materials of Construction

Laminate

Low Density Polyethylene/Polyester
Polyethylene 0.101mm (0.004in)

Adhesive

Double-coated, rubber-based adhesive:

// 2.4 mil thick per side

// Minimum peel strength of 2.27kg/5lbs

Dimensions

ColorWhite

Length..... 45.72mm (1.8in)

Width10.66mm (0.42in)

Label Thickness.....2mm (0.079in)

