



DR Label

The premier choice in label performance and merchandise protection.

The DR Label delivers top-of-the-line performance and superior merchandise protection. The DR 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 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

Product Code

F03000202

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

Plastic Substrate

Polystyrene/Polyethylene 0.254mm (0.010in) thickness

Laminate

Low Density Polyethylene/Polyester 0.101mm (0.004in)

Adhesive

Double-coated, rubber-based adhesive:

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

Dimensions

ColorWhite

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

Width11.17mm (0.44in)

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

