

improving retail security one package at a time

Protecting your significant investment in valuable meat, poultry, seafood and produce products is simple thanks to a unique item from Paper Pak Industries. Our UltraZap® Alert™ anti-theft absorbent pads are designed to provide retailers with a cost effective tool that reduces shrink by embedding EAS labels utilizing AM or RF technology inside the absorbent cellulose pad.

Grocery retailers are discovering the advantages of employing UltraZap Alert in the fight against theft:

Shoplifting: A Billion Dollar Crime

Industry studies indicate that shoplifters cost the American grocery industry upwards of \$12 billion annually. In fact, the meat department is the second most targeted section of the grocery store by shoplifters.¹ Grocery retailers across the world are recognizing the need to protect their packages of fresh beef, pork, poultry, seafood and produce from petty criminals.

Electronic Surveillance In a Pad

UltraZap Alert absorbent pads utilize a variety of product protection labels. Each UltraZap Alert absorbent pad has the security label embedded inside the pad during the manufacturing process.

When placed under the food on a sealed tray, UltraZap Alert pads enable retailers to safeguard valuable packages in the meat and produce departments. Shoplifters and employees are unaware that UltraZap Alert pads contain a concealed AM or RF label, thus protecting retailers from unnecessary financial losses.



UltraZap Alert: An Excellent Absorbent

UltraZap Alert absorbent pads are designed to deliver outstanding performance in a range of food packages:

- Patented pouch pad, sealed on all four sides
- Highly creped cellulose absorbent core locks in moisture
- No fluff articles to burst out
- Superior performance in case-ready and modified atmosphere applications
- Available in a variety of sizes, colors, shapes and absorbencies

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¹ Source: Congressional Retail Report, June 2004

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