

Avery Dennison Success Story

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Santa Fe Optical Thwarts Theft With RFID Solution from Electronic Inventory Solutions and Avery Dennison

Business Challenge: Santa Fe Optical is a successful retailer offering designer eyeglass frames to its clientele in Austin, Texas.

When Owner Dr. Bob Ross opened his third location in an upscale neighborhood, he quickly realized that he had a problem. His store was **losing as much as \$5,000 worth** of designer eyeglass frames in a single month to a combination of what he believed to be an organized group of thieves and “casual” shoplifters, both of whom were targeting his new location.

Dr. Ross knew he had to protect his assets but “locking up” the merchandise, or keeping it in cabinets behind the counter was the least desirable solution to reducing his losses.



"Keeping the frames under lock and key impedes the customer's ability to interact with the merchandise", says Dr. Ross. "Choosing a pair of eyeglasses is a very personal, emotional decision. Keeping the merchandise locked up would have negatively impacted sales."

Dr. Ross wanted a “door sentry”, but the “standard” Electronic Article Surveillance (EAS) systems used tags that were too bulky.

Avery Dennison Solution: Electronic Inventory Solutions (EIS), of Carrollton, TX and a partner of Avery Dennison, had an RFID security system in mind, and approached Avery Dennison's Supplies Engineering team for a custom supplies solution. The solution needed to be small, flexible and unobtrusive.

The Avery Dennison Engineering team developed a small, flexible “dumbbell” label that folded over itself so it could be easily placed on frames. Through Avery Dennison's precise inlay insertion label converting technology, a small RFID inlay is embedded.

“The Electronic Inventory Solutions system, with Avery Dennison's custom RFID labels, offered the promise of security while still allowing customers the ability to easily touch and try on different frames,” said Dr. Ross.

When frames are purchased, the tag is easily removed by store associates. Dr. Ross reports that customers can easily try on his merchandise, and his shoplifting problem has virtually disappeared.

“We have not lost a single frame in months, nor have we experienced the false alarms that plague some systems used at ‘big retailers.’ The RFID labels from Avery Dennison are virtually 100% reliable.”

Darryl Hubbard, president of EIS, added, ***“Avery Dennison has never sent us a tag that was inoperable.”***

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Because the system is based on RFID technology, it brings some unique additional benefits to Santa Fe Optical. First, if a frame were to be stolen, Dr. Ross would know immediately which specific item it was, since the “alarm system” would also capture the specific item number from the RFID tag.

Second, and even more importantly, it provides Santa Fe Optical with the benefit of an entirely different application: keeping track of inventory.

With the simple addition of the EIS handheld RFID reader, Dr. Ross’ **inventory time is reduced by 80%.**

Store associates can now take a physical inventory of all items in the shop **in about 20% of the time** that it had previously taken. This will allow the company to use less labor, but more importantly to take inventory far more often, so that Dr. Ross can make sure he has the right products available, in the right place, at the right time, increasing his sales as a result.

In addition, the RFID system will allow Dr. Ross to quickly locate frames that have been left by a customer in a different locations, and are out of place in the store.

The return on investment for this system was approximately six months.



Avery Dennison Can Help Improve Your Processes

We can help you achieve optimum productivity with a Probranding analysis. Probranding is a **free consultative service** provided to our retail customers. Our experts examine each step of process and work with you to develop innovative solutions – complete with an ROI.

With a Probranding analysis, we can help you discover process improvements that increase productivity as well as save time and money.

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