

Packaged merchandise, visible and secure.



FEATURES

- › Alarm unit on top of package enables better shelf stacking and does not obstruct package graphics and information
- › Cable connectors allow efficient cable management
- › Reinforced integrated hang tag cannot be removed making it highly secure when combined with InVue Secure Fixtures
- › IR2 Key compatibility for fast access to merchandise to better serve the consumer
- › IR2 Key times out after 12 hours, making a lost or stolen key useless
- › EAS tower alarms (AM and RF)

CHANNELS

- › Telco
- › Consumer Electronics (CE)
- › Specialty
- › Drug and Grocery
- › Airport Merchants
- › Department Stores
- › DIY

HOW YOU'LL WIN

- › IR Package Wrap allows retailers to openly merchandise without sacrificing security, and always ensures product is available for purchase
- › Enhanced security of the IR2 Key – unlike mechanical and magnetic systems that can be easily defeated, the IR2 Key times out after 12 hours, rendering it useless
- › Innovative technology – ability to leverage the IR Ecosystem™



FREQUENTLY ASKED QUESTIONS

Q: What is the minimum order quantity or how many ship in a box?

A: 12

Q: Will the IR Package Wrap work with the IR Key?

A: No. The IR Package Wrap is uniquely designed to work with IR2 Keys.

Q: Does the IR Package Wrap work with EAS technologies?

A: Yes. IR Package Wrap is compatible with both AM and RF systems.

Q: Why is the alarm unit placed on top of the package?

A: Placing the alarm unit on top of the package allows more visibility to merchandise graphics. It also hosts the integrated hang tab, providing an ideal solution for hanging merchandise.

Q: What is the benefit of the integrated hang tab?

A: Not only does the hang tab provide the convenience of adapting to existing Secure Fixtures, it also provides layered security by preventing products from being ripped off of a hook.

Q: Why is open display of CE accessories important?

A: One out of two consumers want to customize accessories by color, style or brand and 50% of consumers buy an accessory when they purchase a phone or a tablet. Additionally, two out of three consumers buy CE accessories at a brick and mortar store. Therefore, it is important to have merchandise displayed openly so consumers can compare and choose the product that is right for them. Ideally, these products are displayed adjacent to the main device, so accessories are easy for the shopper to locate.

Q: What is the current state of the CE accessories business?

A: CE accessory sales are projected at \$8.5 billion in 2014. Advances in technology like Bluetooth 4, processors and battery life have given these products greater capabilities and have increased their utility and value.

NA / LATAM OFFICE *North Carolina* 704.752.6513 • 888.55.INVUE

EMEA OFFICE *The Netherlands* +31.23.8900150

APAC OFFICE *Hong Kong* +852.3127.6811

