

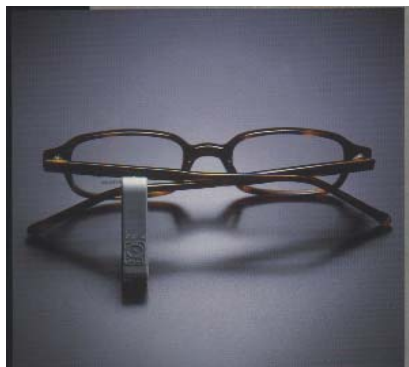
# How Much Of A Loss Can You Bear

## EAS3000 EAS SYSTEM

Invotech's latest solution for the optical market is an EAS tagging system that is a single pedestal, yes! Just one pedestal, stylish and yet, unobtrusive and most of all very cost effective.

## OPTITAGS

The Optitags are light (weighing just 4g) and customers will hardly notice it when trying on frames. This discreet, stylish and effective way of protecting your stock from theft while allowing frames to be tried on and displayed to maximum effect, thus increasing the impulse buy and improving sales.



The system is a single pedestal system (ideal for single doors) and unobtrusive to the honest customer.



Label tags can be stuck to most items including packaged merchandise, such as cleaning fluids, Frame cases etc, this allows greater protection of all merchandise.



Allows you to create an open display, so that customers can feel at ease and try frames on without assistance.



Open merchandising increases sales through customer impulse buy and reduces the need for staff to wait on customers.

Allows you to combine effective theft prevention with stylish price tagging



## LABEL TAG

Sticky back paper labels that can be applied to most accessory items for total protection. Freedom of display, **increases the impulse buy, hence PROFITS !**

***“Optitags can be customised with customer logo, thereby creating a corporate image”***

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