

BSI Announces Exclusive Partnership with Agon Systems to Market the Unique “Concept Tag”

Agon Systems, the Swiss-based creator of the innovative Concept Tag that is widely used by major retailers outside the United States, has recently chosen Best Security Industries (BSI) as its exclusive distributor for North America. With its revolutionary locking mechanism, removal of the Concept Tag is virtually impossible to the extent that forced attempts result in damage to the garment or potential injury to the thief.

“This is the most innovative hard tag solution developed over the past two decades,” said Matt Sack, CEO of BSI, one of the largest independent EAS distributors in the United States. “The ability to remove tags through handheld or magnetic devices continues to be a threat to our retail partners. The proven reduction in shrink by implementing the Concept Tag program is proof that these tags work and provide retailers’ a solid ROI.”

The Concept Tag is widely used across the UK, Europe, and Australia by retailers that report an average of 66 percent reduction in losses. In addition to the reduction in theft of tagged items, retailers such as River Island on Oxford Street in London, saw “a further reduction of 27 percent in theft of other products that were not using the Concept Tag,” which indicated it is a deterrent to would-be thieves who are aware of its use in stores.

“We have spent quite a bit of engineering resources in the development, design, and release of the Concept Tag with the single goal of bringing an innovative, proven solution to retailers around the globe,” explained Sean Welch, CEO of Agon Systems. “Signing exclusively with Best Security Industries to represent our value-add product throughout North America is exciting and a great addition to their already successful EAS and video offerings.”

“Imagine being able to reduce losses on your merchandise by the numbers being reported from actual users of the Concept Tag. Why would you not try it,” said Gus Kratzer, vice president of sales for BSI. “In my 28 years in the EAS business, this is truly a game changer for retailers.”

For more information, contact Gus Kratzer at gkratzer@bestsecurityindustries.com, visit concepttag.com, agon-systems.com and bsi-eas.com, or call 1-800-939-4495.