

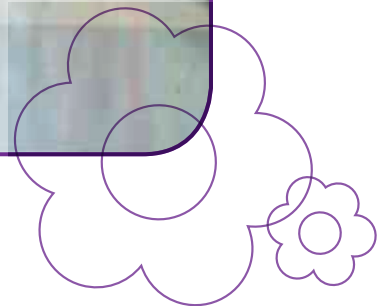
# our commitments to you and your store

an introduction to nedap retail



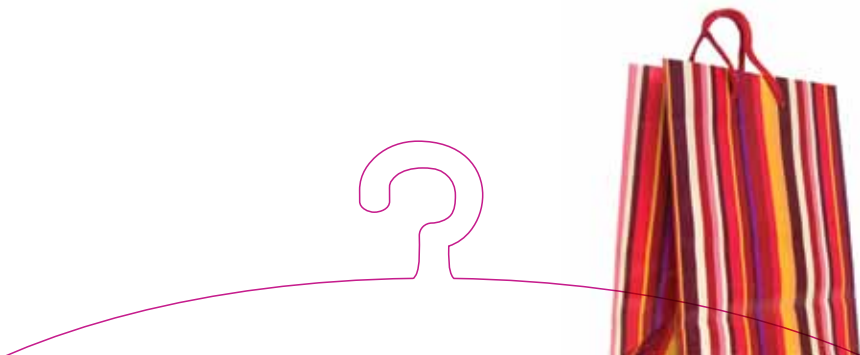
**nedap**  
RETAIL

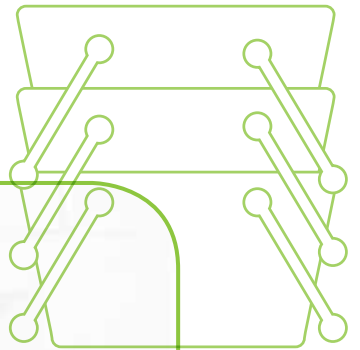
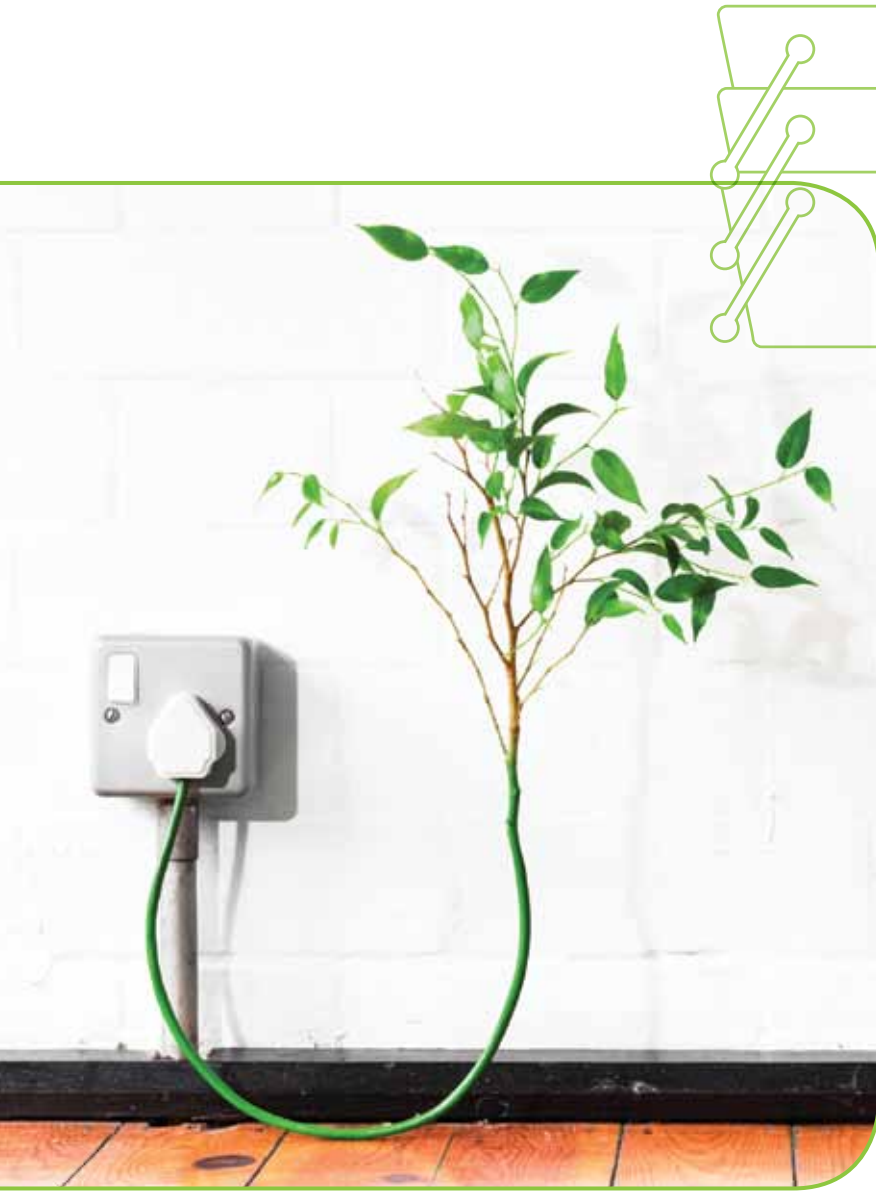
your store -  
our store



For over thirty years Nedap Retail has been committed to supporting retailers with high-quality tools for their stores. By taking most recurring tasks off your hands we create time for you to devote to your customers. And that's what retail is all about.

WHETHER YOU RUN A SMALL LOCAL STORE OR A LARGE INTERNATIONAL CHAIN, YOU'LL BENEFIT FROM OUR BROAD RANGE OF PRODUCTS, IDEAS AND SERVICES. WE OFFER THE PERFECT COMBINATION OF SECURITY TOOLS AND MANAGEMENT INFORMATION SOLUTIONS. SHOPLIFTERS DON'T STAND A CHANCE AGAINST OUR ELECTRONIC ARTICLE SURVEILLANCE SYSTEMS. WE SIMPLIFY RETAIL MANAGEMENT WHILE IMPROVING YOUR CUSTOMERS' SHOPPING EXPERIENCE.





# committed to energy savings

WE'VE UPGRADED OUR ANTENNAS AND DEACTIVATORS TO REDUCE THEIR ENERGY CONSUMPTION. AND THIS HAS PAID OFF: OUR SYSTEMS USE UP TO 75% LESS ENERGY THAN OTHERS CURRENTLY ON THE MARKET.

In addition to our across-the-board energy efficiency, we offer a night save option. Switching your EAS systems off at night saves you at least 25% in energy costs. Just compare the annual power consumption and costs of an average retail store using different EAS systems.

Energy comparison: 1 store during 1 year (4 antennas EAS).

Average kWh price for industries incl. taxes		competing AM system	competing RF system	Nedap	Nedap night save
Europe	€ 0.125	745 kWh € 93	456 kWh € 57	115 kWh € 14	86 kWh € 11
Middle East	€ 0.052	€ 39	€ 24	€ 6	€ 4
Asia	€ 0.080	€ 60	€ 36	€ 9	€ 7
North America	€ 0.056	€ 42	€ 36	€ 6	€ 5

(last update April 2011)

## save more than 75% on energy



# committed to protection and prevention

OUR GOAL IS TO REDUCE THEFT. PERMANENTLY. WITH RELIABLE, REAL-TIME SECURITY MONITORING SYSTEMS THAT HELP YOU REDUCE SHRINKAGE. WE PROVIDE RELIABLE LABELS AND TAGS AS WELL AS SYSTEMS THAT ARE DESIGNED TO WORK AROUND THE CLOCK, EVEN DURING PEAK TIMES. OUR ONLINE SERVICE GUARANTEES QUICK, REMOTE SOLUTIONS TO POTENTIAL PROBLEMS. NOBODY WANTS TO MAKE CUSTOMERS WAIT.

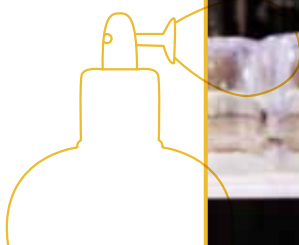
All our EAS systems are equipped with an anti-delay module that ensures every label is detected and every shoplifter identified. Our systems even tell you where the thief is. Antennas with built-in visual alarms show you exactly which exit the shoplifter has taken. We're always on the lookout for the latest security innovations. Nedap antennas use a patented technology that allows them to be fitted out with an integrated metal detector.

## no false alarms

Our deactivators are consistently strong, ensuring that every tag and label is disabled. This prevents false or unfounded alarms. False alarms irritate customers and lead store employees to let down their guard. Reducing their occurrence keeps staff alert.



permanently  
reduce theft  
in your store



# committed to customer experience

WE BELIEVE SMART STORES ARE THE FUTURE. STORES WHERE INTERACTIVE SHOPPING FUSES THE EXPERIENCES OF ONLINE AND PHYSICAL SHOPPING, DRAWING IN NEW CUSTOMERS. WE'RE CONSTANTLY WORKING ON APPLICATIONS THAT MAKE THIS POSSIBLE.

Our award-winning Tweet Mirror is a fun tool that combines shopping with the most modern communication trend: social networking. As customers try on your fashion products, they can use the Tweet Mirror to send snapshots of themselves to friends via Twitter or e-mail. And for you, it's free brand exposure far beyond the store.

76% of shoppers say they would use the Tweet Mirror in stores.

create a fun  
and interactive  
shopping  
experience



# committed to increasing your revenue

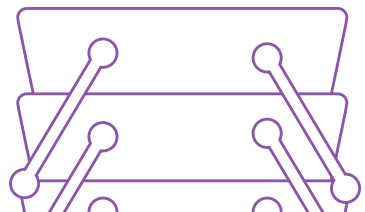
OUR EAS SYSTEMS CAN DO MORE THAN HELP PROTECT YOUR PROFIT. WE'VE DESIGNED SPECIAL ANTENNAS WITH INTEGRATED POSTER SPACE. NOW YOU CAN COMBINE ANTI-THEFT TECHNOLOGY WITH THE PROFITABILITY OF ADVERTISING IN A HIGH-TRAFFIC AREA.



## increase your revenue

You can use this high-exposure advertising space for your own store promotions, or you can sell the space on to your suppliers, so they can promote their brand or products. This smart solution allows your antennas to generate more revenue than they cost!

## we'll help you sell





YOU SHOULD KNOW AT ALL TIMES WHETHER YOUR STORE IS FULLY STOCKED. ACCURATE REAL-TIME INFORMATION CAN HELP YOU PREVENT INSUFFICIENT STOCK AND LOST SALES. DON'T GET STUCK WITH SURPLUS STOCK AND LOW PROFIT MARGINS. TAKE YOUR STORE INVENTORY IN MINUTES, NOT DAYS. MAKE SHOPPING AND BUYING IN YOUR STORE AN ENJOYABLE EXPERIENCE. PROVIDE THE RIGHT PRODUCT IN THE RIGHT PLACE AT THE RIGHT TIME. AND INCREASE YOUR SALES WITH RFID SOLUTIONS BY CREATING OPPORTUNITIES FOR BETTER CUSTOMER SERVICE AND INTERACTION.

# committed to stock and availability

Item-level RFID is within reach. Apparel retailers are beginning to adopt this technology. Nedap can help you make the switch today. There's no need to replace your EAS all at once. Our RFID EAS system can be phased in one store at a time. Handheld, POS and tunnel readers enable fast processing of shipments at any level in the supply chain. Do you want to cater to the specific needs of your customers? Are you ready to simplify your reordering and restocking process? Contact us for more information on our starter kit.

## what else can rfid do for you?

It can generate more specific customer data than your current EAS system. It will tell you which items in your store generate the most traffic, which attract the most interest and which are selling fastest. This information will help you manage your inventory so you never have to say 'no' to your customers. RFID frees up staff: time-consuming tasks like tagging can be done earlier in the supply chain, allowing your employees to focus on customers.

# say yes to your customers at all times





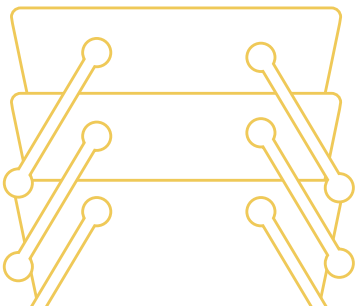
we innovate to make  
retail management  
easy

# committed to simplicity

WE KNOW THAT EACH RETAILER IS UNIQUE, THAT EACH COMPANY HAS DISTINCT NEEDS AND DEMANDS. NO TWO STORES ARE THE SAME. WHETHER YOU RUN A SMALL RETAIL STORE OR A LARGE CHAIN, YOUR GOAL IS TO CONTROL STORE MANAGEMENT AND ATTEND TO YOUR CUSTOMERS' NEEDS. THE CUBE PLATFORM IS DESIGNED TO MAKE RETAIL MANAGEMENT EASY. NOW YOU CAN CONTROL SECURITY SYSTEMS AND ENERGY USE. MONITOR CUSTOMER BEHAVIOR AND MARKETING EFFECTS. OPTIMIZE STAFFING. IMPLEMENT COMPANY POLICY REMOTELY, CENTRALLY, SIMPLY.

Questions like 'how can I save energy? How secure is my store? Who has access to my store? How do I increase sales based on customer data? Or how do I prevent out-of-stock?' become easy to answer in a simple user interface.

Cube is installed in 20,000 stores, generating 2 million analyses a day, granting access to 8 million people, securing 100,000 doors in 30 countries worldwide.



# committed to reliability

WE UNDERSTAND THAT RELIABILITY IS KEY TO A GOOD SECURITY SYSTEM. IF YOU CAN'T COUNT ON THE SYSTEM, YOU MAY AS WELL NOT MAKE THE INVESTMENT. THAT'S WHY WE'RE COMMITTED TO 100% RELIABILITY. A CHAIN IS ONLY AS STRONG AS ITS WEAKEST LINK. SO WE CHECK AND DOUBLE-CHECK EVERYTHING, DOWN TO THE LAST DETAIL. WE KNOW OUR SYSTEMS ARE GOOD. JUST ASK OUR CUSTOMERS.

## each label tested

Rigorous testing ensures our antennas meet the highest standard. We use only high quality materials. Our robust, yet elegant antennas are built to withstand the conditions of everyday store traffic. Our labels are tested according to international standards. We perform several quality checks during manufacturing and take great care to replace every defective label. That's why every single label we produce is guaranteed to work.

## 24/7 performance

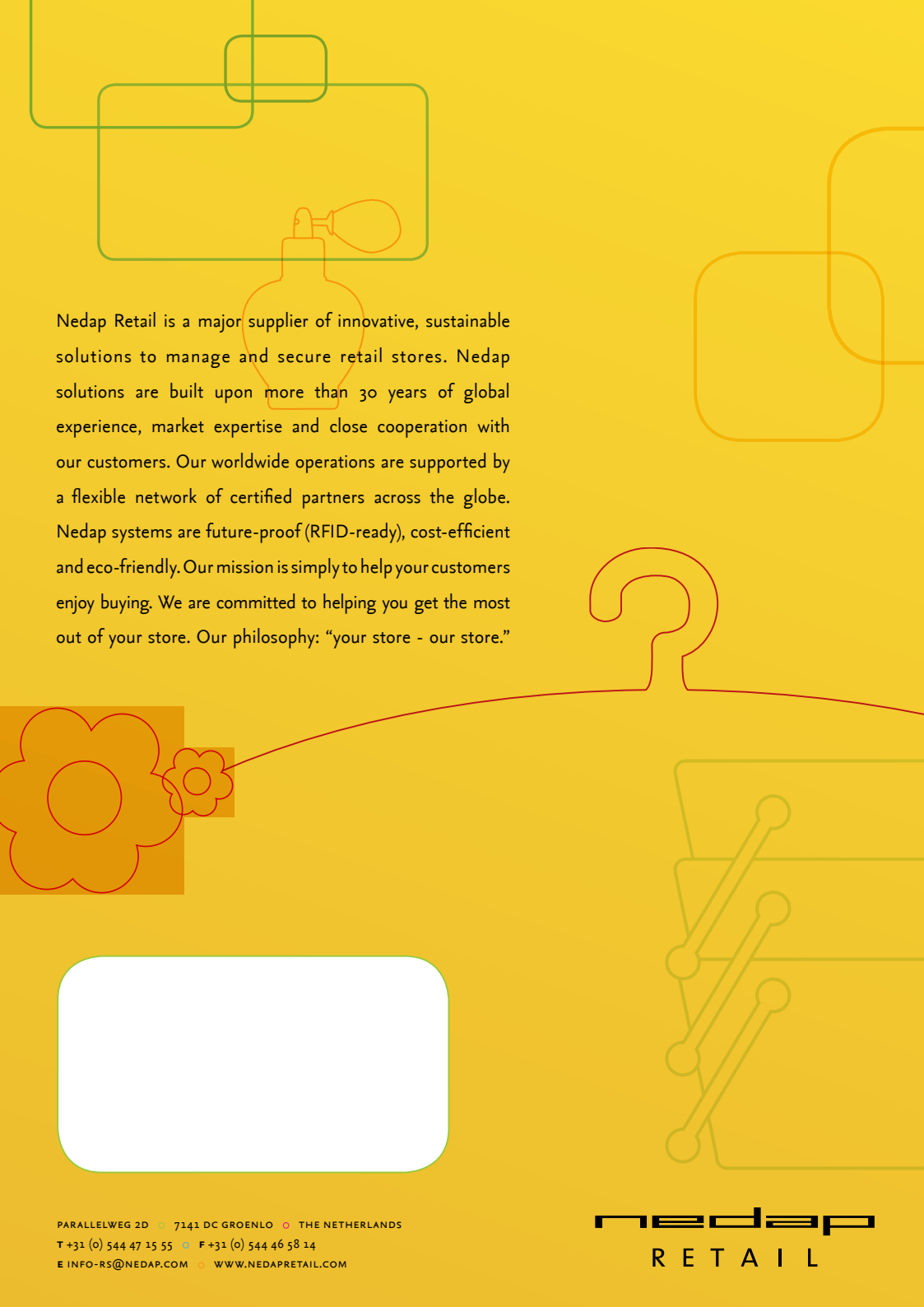
Whether local or web-based, our security systems are designed to perform 24/7. They generate reliable information that will help you make well-informed management decisions to increase sales.





reliability  
is key





Nedap Retail is a major supplier of innovative, sustainable solutions to manage and secure retail stores. Nedap solutions are built upon more than 30 years of global experience, market expertise and close cooperation with our customers. Our worldwide operations are supported by a flexible network of certified partners across the globe. Nedap systems are future-proof (RFID-ready), cost-efficient and eco-friendly. Our mission is simply to help your customers enjoy buying. We are committed to helping you get the most out of your store. Our philosophy: "your store - our store."