

# How Much of a Loss Can Opticians Bear?



## EAS SYSTEMS

Invotech has a range of systems to suit all requirements. Our 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. Systems can even be customised with company logo, advertising for maximum marketing.

## 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.

## BENEFITS

Range of systems for all requirements, that are unobtrusive to the honest customer.

Small lightweight unobtrusive tags for total protection and minimum loss to presentation of the frames

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

Allows you to create open displays, so that customers can touch, feel and try frames on without assistance.

Open merchandising increases sales through customer impulse buy and reduce the need for staff to wait on customers or locked cabinets.

Allows you to combine effective theft prevention with stylish price tagging

Can help **increase sales**, whilst reducing the manpower required

System side panels can be customised with marketing offers; logos etc. to entice shoppers into the store



## LABEL TAGS

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



***"Systems can be customised with customer logo, thereby creating a corporate image"***