



Alpha is first when it comes to bringing new high-theft solutions to market. Alpha is first when it comes to delivering proven quality security solutions. Alpha is first with the resources and accountability you need today from a security partner.

To manage your high-theft problems and improve your bottom line, think of Alpha first.

High-Theft Solutions Market Niche

- > FIRST company to focus exclusively on protecting high risk merchandise and pioneer the “Open Display” security philosophy
- > FIRST to provide retailers a truly safe means to openly display their merchandise and increase sales
- > FIRST in the world with the number of U.S. and foreign patents issued (88) and pending (85)

S³ Single Key Platform

- > FIRST security solution platform to offer multiple open merchandise opportunities that all work off a single, easy-to-use key
- > FIRST to develop an alarming secured key platform for POS
- > FIRST to develop serialized keys that can be matched and traced to a specific retailer

2 Alarm Technology

- > FIRST security company to develop and introduce an alarming solution that activates if tampered with in-store
- > FIRST to combine both EAS and 2 Alarm Technology in a hard tag—making the retailer’s EAS investment even more effective

3 Alarm Technology

- > FIRST security device that continues to alarm when merchandise is taken out of the store

3 Alarm Hard Tags

- > FIRST and only company to incorporate 3 Alarm Technology into a hard tag

Spider Wrap

- > FIRST solution for large six-sided packages—a signature product that created “brand like” awareness in the industry—now one of the most copied security products ever developed
- > FIRST to develop an ease-of-use solution using an auto-retractable cable
- > FIRST to apply 2 and 3 Alarm Technology to this solution

CableLok

- > FIRST CableLok—Alpha pioneered this breakthrough product, providing ease-of-use solutions across a wide spectrum of merchandise
- > FIRST secure solution for racks of high-end merchandise which allows customers to shop, compare, and try items without a store associate’s assistance
- > FIRST to apply 2 and 3 Alarm Technology to this solution

Keepers

- > FIRST to develop an extensive line of keeper solutions to protect an array of merchandise, beyond just electronic media
- > FIRST to apply 2 Alarm and 3 Alarm Technology to keepers
- > FIRST to invest in and develop a product based on aesthetics to complement the merchandise it protects

Bug Tag

- > FIRST security solution for extra large packages that are in live inventory display
- > FIRST solution uniquely applied with industrial adhesive—including a carrying case

Bottle

- > FIRST commercially successful security solution for wine and spirits
- > FIRST to develop a benefit denial system not requiring EAS
- > FIRST to develop an aesthetically pleasing solution that doesn’t detract from the merchandise presentation