

Effective remedy for return shipments fraud

Quick-witted consumers are shown their limits with security labels from eXtra4 Labelling Systems

Birkenfeld, 02.12.2016 They speak a clear language: "Anyone who removes me is obliged to purchase!" - Security labels from eXtra4 cannot be removed and re-attached. They are irreversibly destroyed during removal. The label specialists of the Ferdinand Eisele GmbH offer an efficient means against return shipment tricks to the jewellery and watchmaking industry in online as well as stationary trade.

Misuse of consumer rights

Visible traces of use and still money back? – Enough of that when security labels by eXtra4 are used. They prevent jewellery and watches from being worn without paying. If the security label is missing or has been damaged, it is immediately clear and demonstrable: the customer has no right to return, he must pay.

Repositioning impossible

Quick-witted consumers know many tricks to get rid of annoying labels and fix them later. From hairdryer to steam bath - the list of possibilities is long. However, none of these methods helps with safety labels. The special materials of the labels decompose into their elements when manipulated. What remains is only label particles or tissue layers which cannot be reassembled.

Clear text as a warning

In order to avoid any attempt to manipulate at all, it is advisable to mark safety labels with a corresponding indication as such. One option is a symbol, such as a safety lock for example. The best way to do this is to use a powerful text. Then it is unmistakably clear: anyone who removes the label deliberately abandons their right of return and agrees to pay the price.

Combine useful with pleasant

If you want to use clearly marked security labels and at the same time take advantage of the sealing effect for your own brand, then you can print a representative logo. Together with a trademark or manufacturer logo, a high-quality guarantee seal is created from the functional safety label. It ensures customers of the integrity and originality of the goods, image-effective and reliable at the same time.

Interested customers will find security labels from eXtra4 Labelling Systems during the Inhorgenta 2017, Munich, in hall A2, booth 511 or on the web at www.extra4.com.

Images with subtitles



Fig. 1: Safety labels made of splitting material destroy themselves during opening and cannot be repositioned



Fig.2: Security label as a trademark seal



Fig.3: Safety label with clear statement



Fig.4: Even the smallest labels can be used as a combination of security label and brand seal