



'Smart' Meets Secure in Retail Stores

The Startup Lab at GS1 Connect

GS1 Connect® is the annual user conference and exhibition hosted by GS1 US® that highlights the use of GS1 Standards to help drive innovation and business opportunities. Since 2019, the Startup Lab at GS1 Connect has been showcasing emerging technologies that provide GS1 US members with new ideas and solutions.

The Challenge

Physical stores are missing important opportunities to improve the experience they provide to customers. Compared to e-commerce, offline shopping can seem disjointed, frustrating, and even “boring.” That’s because most physical stores are not seamlessly connected to their online counterparts or to the customers they serve.

Today’s consumers want shopping experiences that are personalized and convenient. Retailers want more effective approaches for cross- and up-selling, optimizing inventory, and improving supply chain logistics and efficiencies. At the same time, they face a longstanding challenge: the need to prevent theft.

What if there were a way to simultaneously modernize offline shopping and theft prevention?

The Innovation

Rapitag has created that solution: a “smart” anti-theft tag.

In addition to preventing theft, rapitag empowers customers to complete their own mobile checkout using an app on their smartphone from anywhere in a store. It requires no staff or

terminals, eliminating long lines for shoppers while freeing space and reducing operating costs for retailers.

These innovative tags are designed for retailers that are selling high-value goods and have an interest in digitizing their stores. Because most rapitag customers are already using EAS anti-theft technologies, it is easy to replace legacy “hard tags” with these smart tags. Beyond this initial market focus, rapitag’s innovation is ideal for any retailer seeking to drive revenue through improved customer experience and to decrease operating costs.

The Power of Partnerships

Companies like rapitag can help GS1 US members, solution providers, and partners maximize adoption and use of GS1 Standards, enabling scale, efficiency, and innovation.

Rapitag provides these benefits to retailers:

- Reusable and robust theft protection that can only be opened via digital signal after payment is completed (no magnets or pins used for tag removal)
- Greater ROI through omnichannel sales and improved cross-selling



First-Place Winner



Rapitag combines anti-theft and Internet of Things (IoT) functionality to offer the most secure mobile self-checkout in retail. In addition to preventing theft, these smart tags can use customer data to connect and digitize brick-and-mortar stores.

Rapitag was selected as the first-place winner of the 2020 Startup Lab Pitch Competition from among a field of eight startups. Selection criteria was based on product originality, usability, societal impact, and other criteria

Technology Focus

Artificial Intelligence

Industry Application

Retail, Industrials, Robotics

- Legal customer data collection (similar to cookies in e-commerce) and analytics
- Reduced costs (no cashiers or cash registers) and increased space in the showroom

This innovation also benefits consumers through:

- In-store mobile checkout where and when they choose
- Access to product and inventory information without relying on store associates
- In-person experience that integrates benefits of online shopping

“This solution combines the benefits of offline shopping—namely, the ability to test, try, and touch products—with the convenience and ease of e-commerce—that is, one-click checkout, data analytics, optimized processes, and personalized experience.”

-Alexander Schneider
rapitag, CEO & Founder

No other company offers high-value loss prevention in combination with mobile self-checkout for nearly every product group—from fashion to electronics.

Perfect Your Pitch

Submit your information [here](#) to learn more about future opportunities with the GS1 US Startup Lab program.

GS1 US's Role

GS1 US helps industry standardize the identity of parties, places, and things by issuing unique, persistent, globally interoperable identifiers. Those standards, developed in collaboration with industry, make it possible to provide a consistent, structured way to identify and describe products. GS1 Standards also prepare businesses for the next generation of technology. Technology innovations like those from rapitag require large, accurate, and structured data sets to deliver maximum value.

To that end, GS1 US reviews and evaluates emerging technologies to help put hybrid physical-digital identity concepts into practice that foster the adoption of converged identity across a spectrum of real-world use cases.

“Startups are one of the richest sources of new ideas for using GS1 Standards to improve consumer experience and industry performance,” said Melanie Nuce, Senior Vice President, Corporate Development at GS1 US. “We are excited about how rapitag and similar innovations can continue bridging the physical-digital gap, giving consumers the best of both worlds and empowering our retail members to operate with greater efficiency.”

About rapitag

Rapitag offers market-leading IoT solutions enabling digital transformation of physical stores and creating unique customer experiences. Since its founding in 2017, the German-based company has grown tremendously and has become the trusted partner of international retailers. Rapitag provides the world's first patented anti-theft IoT security tags for one-click buying, solving retailers' core business challenge of how to connect and digitize their physical stores.

For more information, contact:
info@rapitag.com.

About GS1 US

GS1 US is a neutral, not-for-profit information standards organization that drives industry collaboration through the use of GS1 Standards—the most widely used supply chain standards in the world. The U.P.C.* barcode, the most recognizable example of a GS1 Standard used to power commerce, is scanned more than six billion times per day globally. More than 25 industries rely on GS1 US to uniquely identify products, places, and other assets, and GS1 Standards to create a foundation for emerging technologies that improve security, visibility, interoperability, and trust in the supply chain. Unique identification makes it possible to take advantage of the technologies of the future—connecting consumers, patients, businesses, and products.

For more information, contact innovation@gs1us.org or visit www.gs1us.org.

*In this publication, the letters “U.P.C.” are used solely as an abbreviation for the “Universal Product Code,” which is a product identification system. They do not refer to the UPC, which is a federally registered certification mark of the International Association of Plumbing and Mechanical Officials (IAPMO) to certify compliance with a Uniform Plumbing Code as authorized by IAPMO.

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