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For Immediate Release

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## **SinglePro Delivers the Power to Creatively Merchandise Today's Hottest Consumer Electronics**

Merchandising Breakthrough and Loss Prevention Solution

Delivers Power and Security for Consumer Electronics—From Digital Cameras to Mobile Phones to GPS Units—All in a Self-Contained, Secure and Portable Unit

Bohemia, NY – The latest product innovation from Protex International Corp. – one of the world's leading providers of asset protection and merchandising solutions – is changing the way retailers display and promote consumer electronics. SinglePro takes the patented Protex PowerPro System to the next level with the ability to deliver power and security to consumer electronics while offering the greatest amount of merchandising flexibility, versatility and adaptability.

By creating an open environment and promoting a positive shopping experience where consumers can test product features, the SinglePro is designed to help large and small retailers increase sales while decreasing shrinkage and minimizing product returns.

SinglePro can be mounted anywhere retailers want to create dynamic displays, including end caps, islands, and front end areas. It's a dramatic complement to fixtures featuring digital cameras, camcorders, mobile phones, PDAs, GPS units, MP3 players and more.

### **Sensor Head Options**

Products are securely mounted onto one of four interchangeable Sensor Heads. There are two Sensor Heads available for digital cameras and camcorders; one delivers Power and Security, the other is Security Only. Likewise, there are two Sensor Heads available for hand-held electronics, such as mobile phones and GPS units, that deliver Power and Security, or Security Only.

### **Applications**

SinglePro is designed for use on any countertop or fixture where cameras, camcorders and other consumer electronics are showcased. It's particularly effective when used on an endcap or kiosk that helps highlight a current promotion, seasonal sale or new products. Another application: displaying a camera or other hand-held device with dissimilar products, such as computers, laptops, keyboards, etc. With AC or battery power, SinglePro can be used alone or in multiple groupings.

### **Additional Features and Options**

- Time and labor savings: installation is quick and easy
- Ability to easily switch Sensor Heads to display a wide range of products
  - Sensor Hood keeps SinglePro active until a replacement product is mounted

– More –

## SinglePro Delivers the Power/p. 2

- Digital voltage display is easy to adjust to each product
- Online Cable Wizard quickly matches power cables to merchandise
- Security and power status indicators let you know SinglePro is armed
- Tamper switch located on bottom of unit
- Low battery alert
- Audible alarm and LED indicators alert to possible mounting errors
- External Horn (optional) amplifies alarm in high noise areas
- External Port (optional cable required) connects SinglePro to printers, monitors, etc.
- Mechanical Cable (optional) offers added security in high-risk areas
- Three mounting options include carriage bolts, sheet metal screws, or tape

“As Protex continues to grow and strengthen its position in the merchandising, fixture and loss prevention industries, we are expanding our goals to include a stronger focus on bringing new and innovative products to the market,” said Steven Migliorino, President and CEO. “SinglePro is another example of Protex’s commitment to delivering the high-quality products our customers need to help strategize their loss prevention and merchandising plans.”

### **Green Technology at Protex International Corp.**

Green technology is the latest corporate buzz word, but Protex committed to this important global initiative many years ago. The RoHS (Restriction of Hazardous Substances) and the WEEE (Waste Electrical and Electronic Equipment) directives set collection, recycling and recovery targets for electrical goods and aims to solve the problem of toxic e-waste. Look for the WEEE symbol on many Protex electronics products – including SinglePro – as an indication of our commitment to green technology.

For additional information about SinglePro or the comprehensive Protex product line, contact Catherine Calame, Marketing Manager, at 1-800-835-3580, ext. 110 or send an email to [c.calame@protex-intl.com](mailto:c.calame@protex-intl.com).

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### **About Protex International Corp.**

For 25 years, Protex International Corp. has provided customized loss prevention and merchandising solutions to the world’s leading retailers. The Protex range of products allows for open, accessible displays while encouraging customer interaction, helping to increase sales while decreasing theft. Protex loss prevention solutions include: security-plus-power systems for electronics such as cell phones, cameras/camcorders, MP3 players etc.; electronic alarms for merchandise and apparel; mechanical protection for lap tops and portable DVD players; mechanical and electronic retractables; annunciators and sensors. Protex is regularly featured in leading industry publications, including LP Magazine. For additional product information, or to learn about Protex customer success stories, visit [www.protex-intl.com](http://www.protex-intl.com).