

# Seal-Tag

## stops „Wardrobing“!

"Wardrobing" is a new fraud phenomenon which concerns both, online- and retail-stores at the same . Ordered or taken for testing at home goods are worn at a dinner party and then returned. Seal-tag by WG Global solves this problem.

The disposable Seal tag is attached together with a clearly identifiable info-card on the garment. It is attached manually like a conventional security tag used in thousands of retail-stores. If the customer likes the product and has made buying decision, he simply removes the tag by lifting the seal ring. But he knows no return as unworn is possible anymore.

Seal tag works naturally very stylish, if it is branded with your own logo.



30 –65 % of all fashion ordered at online stores is returned. An increasing number even after having it worn at a party.



Seal Tag ist eine WG-Produkt  
Entwicklung für blömmingdales

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## Seal-Tag

# reduces the cost of return-management!

The cost issue of returns are immense. Each returned product has to be inspected. The product needs to be cleaned and proper packed. Often the original package is damaged and does look worn off, even if the product was only tried on once.

When the end consumer had worn the product, before returning it, an additional cleaning process is required. Many retailers still accept the return, because the value does not justify a case with an end customers. All in all it becomes an expensive and time consuming process.

Seal tag attached on the product. The customer can try the product. If he likes it and its fit, he can make his purchase decision, by removing the tag. The text on the "Seal tag Ticket" explains , that returns will not be accepted, once the seal is broken

Seal tag creates a moral barrier which works in both ways.



## Seal Tag reduces wardrobing and returns.

**You Tube** Please check this video on YouTube- tit explains how simple the use is.  
<https://www.youtube.com/watch?v=GvTDpbWA9IE&feature=autoshare>