



ShieldSense™ RFID Blocking Material helps installer grow his business



Established in 2003, The BEC Group, Inc., based in Barrington, IL, is a national graphics installation company specializing in the installation of vinyl and non-vinyl graphics and displays in retail settings. Its expertise includes banners, gatorboard, floor graphics, window executions, custom displays, two-dimensional and three-dimensional imagery; and its clients range from local boutiques to some of the world's best-known consumer brands.

Now, the company is expanding its business in an additional direction—the professional installation of RFID blocking materials that help retailers optimize their inventory management efforts. As The BEC Group builds expertise in this area, it's finding Avery Dennison ShieldSense™ RFID Blocking Material to be head-and-shoulders above other options for ease of use and overall quality.

RFID adoption has grown sharply

In recent years, the number of businesses that have adopted RFID systems for inventory management has grown sharply. According to a 2018 report by Accenture, 92 percent of companies surveyed in North America said they've adopted RFID, or were in the middle of implementation. This is up from 34 percent in 2014.

Isolating RFID signals for better inventory management

The use of blocking materials, such as ShieldSense, helps these companies optimize their RFID investment. Blocking materials are designed to isolate RFID signals within a specific area of a store, improving the accuracy and precision of the inventory data.

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Brian J. Zgonina
owner and president of The BEC Group, Inc.

ShieldSense features a 5-mil aluminum foil. It blocked more than 96 percent of RFID signals, outperforming 1 millimeter-thick steel, in Avery Dennison tests through an accredited laboratory. The flexible foil is paired with an easy-to-use liner and proprietary adhesive designed for the range of surface, temperature and environmental challenges that are common in retail settings. It is available in 30-yard by 10-inch wide rolls.

Understanding the installation process

A retailer's investment in RFID usually involves multiple players. A design group defines the overall plan, then assigns additional work to other specialists.

While the process may have multiple levels of contractors and subcontractors, a successful installation requires all parties to be "at the table," communicating and coordinating their work. Additionally, a retailer will often "pilot" the process with a single store; scaling up to its entire chain only when that pilot has proven successful.

Ease of use makes a difference on a busy jobsite

In short, it's a very dynamic space. And it's one where The BEC Group, led by Brian J. Zgonina, owner and president, has found a new avenue for business growth.

The choice of blocking material, which Brian notes is usually made by the client, can also go a long way toward achieving success. He and his team have grown to appreciate when that choice is ShieldSense. Engineered for maximum ease of use, it helps installers optimize their time and effort on the jobsite.

"Not only does the Avery Dennison material perform at the highest level to block RFID waves, it is also really a pleasure to work with," says Brian. "It's easy to use, cut and maneuver, and it conforms well to non-flat, imperfect surfaces. Relative to other products, it's forgiving. So we can usually make small adjustments without having to start over. I like what I've seen so far."



Delivering the quality clients expect

The BEC Group has grown through referrals, and the expansion of its RFID business has been earned largely through its dedication to professionalism and client focus. Brian says the number of request for proposals for his services have jumped in the past 12 – 18 months, as has client expectations.

"There's more to installation than just sticking material to the wall," says Brian. "Our experience has taught us a lot about the nuances of working with these materials. That knowledge helps us make sure our clients are satisfied with the finished product. Working with ShieldSense helps us deliver the overall performance and quality our clients expect."

To learn more about ShieldSense, visit tapes.averydennison.com, or contact your Avery Dennison representative.

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