



The start of something new

Seal Tag

Seal Tag (Wardrobing Prevention Tag)

The **Seal Tag** is a disposable garment security solution designed to prevent fraudulent returns commonly known as “*wardrobing*.” Wardrobing occurs when items purchased online or in-store are worn temporarily—often for events or special occasions—and then returned for a full refund. The Seal Tag helps retailers eliminate this type of fraud by clearly indicating whether a garment has been worn or tampered with after purchase.

Key Features

- **Wardrobing Prevention** – Clearly deters customers from wearing merchandise and attempting to return it as new.
- **Disposable Seal Design** – The tag is attached to the garment like a conventional security tag and cannot be reattached once removed.
- **Customer Information Card** – A visible card informs customers that items returned with a broken or removed seal cannot be accepted for return.
- **Easy Customer Removal** – Once the customer decides to keep the item, the seal ring can be lifted and removed without tools.
- **Simple Retail Integration** – Easily added to existing store procedures and return policies.

Applications

Ideal for protecting **fashion apparel, evening wear, designer garments, and special-occasion clothing** where fraudulent “wear and return” activity is more likely to occur.

Retail Benefits

Adding the Seal Tag to your company’s return policy can significantly reduce fraudulent returns and protect retail margins while maintaining a clear and transparent process for customers.

The Seal Tag was developed in collaboration with Bloomingdale's.

