

FOR IMMEDIATE RELEASE

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CONTROLTEK To Rock Bourbon Street in New Orleans and Launch a New Product

CRANFORD, N.J., (April 6, 2017) – [CONTROLTEK](#), an emerging leader in retail product protection, will throw a Mardi Gras-themed party at the Bourbon Street in New Orleans for loss prevention professionals attending the [RILA Asset Protection Conference](#). The event will be held at the [Bourbon Cowboy](#) on Tuesday, April 11, 2017 starting at 7:30 p.m.

“We want to show appreciation to our friends and partners in the retail industry,” said Rhett Asher, director of business development at CONTROLTEK. “So we are throwing a party at a really fun venue that we booked together with our friends from [Nedap](#), [Cap Index](#), [Protos](#) and [InstaKey](#). There will be drinks, food, great friends, and of course Mardi Gras beads. The conference itself is all business, but after hours why not make it fun?”

During the regular conference hours, CONTROLTEK will launch a new product: an alarming EAS tag with an adjustable-length lanyard. “This is a first in our industry – a dual-alarm tag with a lanyard that can be easily changed based on the needs of a particular store or particular product,” said Steve Sell, vice president of global sales and marketing at CONTROLTEK. “Whether the tag for a particular product needs a lanyard of a few inches or a couple of feet, the store associates will be able to easily change the lanyard themselves, eliminating the need to purchase additional tags.”

The new tag will be displayed at CONTROLTEK’s booth 424 at the RILA conference, along with other retail loss prevention solutions such as overhead RFID readers and tamper-evident cash transport packaging.

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About CONTROLTEK

Since 1976 [CONTROLTEK](#) has been a global leader in tamper-evident security packaging, helping banks, armored couriers and retailers transport cash safely and securely. The company’s expanding line of inventory protection and visibility solutions also helps retailers protect their merchandise better and run their operations more efficiently. As a second-generation family owned business, with a history of stable growth and a reputation for strong customer focus, CONTROLTEK continues to deliver on its mission every single day: to enable commerce through innovation.

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