



case study

National Retailer's Sales Increased 600% with siffron's LM Tag™

challenge

A major national retailer with more than 2,500 locations was experiencing declining revenue from losses of high-theft merchandise, including batteries, designer fragrances, razors, and home electronics. Specifically, razor blades were being stolen with Keeper cases still on them – causing stores to lose both the razor blades and the Keeper cases. The retailer was looking for an effective way to prevent merchandise shrinkage by implementing mission-critical security and loss prevention technology. Additionally, the retailer was seeking a solution that would be easy for store personnel to set up and manage without hindering productivity.

To combat this challenge, the retailer implemented a three-month pilot of siffron's LM Tag™ loss prevention solution. The retailer selected the LM Tag for its ease of use, effective light and motion alarm, and seamless integration with their existing EAS gate alarm system.

The LM Tag immediately alerted store personnel when shoplifting, removal of items from packaging, or concealment occurred. The LM Tag stopped each offense before it could happen.

The LM Tag is a combination of a light sensor and motion detector that alarms when the product is both in motion and concealed in a bag, under a coat, or in a pocket. The LM Tag can alert staff, communicate the product's location, and direct store personnel to the point of possible theft.





results

Test stores demonstrated a dramatic sales lift and a decrease in loss during the three-month pilot. Sales increased 600 percent in the tested categories and had no reported losses. None of the razor blades protected by LM Tag was stolen throughout the trial. Additionally, cashiers said that LM Tag was “easy to use.”

Since the pilot, the chain has continued to grow, but their shrink rates and losses have declined.

get the outcomes you need

Retailers who implement siffron’s loss prevention products unfailingly experience ROI within three to six months. siffron’s loss prevention solutions have been thoroughly tested in a variety of retail environments with consistently positive results.

siffron is an industry leader for providing loss prevention solutions designed to increase sales, improve category management, limit shrink and reduce labor at the point of sale. siffron offers start-to-finish solution delivery, including consultation, design, prototyping, production, fulfillment and purchase consolidation.