



top 3

emerging trends in loss prevention



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mitigate significant shrink

Shrink remains one of the most serious issues facing retailers today. Lost inventory resulting from organized retail crime, internal theft, shoplifting, error, or fraud can have a crippling effect on profit margins. Shrink cost retailers \$46.8 billion last year.

Shrink risk is on the rise for retailers everywhere. In a recent survey by the National Retail Federation, 41 percent of retailers reported increases in overall industry shrink. Retailers commonly struggle with theft of items that are easy to conceal and can quickly be converted into currency, including cough and cold remedies, razors, infant formula, fragrances, laundry detergent pods, fragrances, and electronics. Traditional fencing operations and the ease of online secondary sales continue to drive retail shrink activity.

Implementing effective loss prevention solutions that mitigate losses and safeguard profitability is critical. As traditional anti-theft devices become more vulnerable, loss prevention professionals must adapt and adopt more advanced security solutions that reduce or eliminate the significant causes of shrink.



Here are the top three emerging trends in loss prevention



41% of retailers surveyed reported increases in overall inventory shrink

1 shelf-level, “point of selection” solutions



Limiting access to high-theft products may deter theft, but it can also discourage legitimate customers from accessing merchandise, driving lost sales and frustrating customers.

Some retailers attempt to prevent theft by keeping valuable products in a locked display case or behind registers, ultimately restricting customers' access to products they want. The best loss prevention solutions keep products within the customer's reach while deterring opportunistic and ORC offenders.

“When retailers are driven to pull products off the shelves due to theft, there’s a direct impact resulting in lost sales,” says Jeff Comstock, siffron’s Sr. Product Manager of Loss Prevention. “Open shopping solutions allow complete access for the shopper while providing security and communication of activity within the store environment.”

Smart shelves and smart hooks enable customers to select a desired quantity of while preventing thieves from removing too many products at once or sweeping the contents, potentially drawing unwanted attention to their theft.



2 small and effective solutions

Because retail space is at a premium, ideal loss prevention solutions offer a small footprint and need to support merchandising objectives.

Smart solutions like hooks and security tags take up minimal space while deterring theft and facilitating open shopping. Security tags are attached to products and can be removed or deactivated at the checkout counter.

“Many security solutions use AM or RF technology to activate an EAS gate at the point of exit, but by that point, it can be too late to stop the offender,” says Comstock. “While it is a challenge for store employees to act fast enough to catch an offender as he or she leaves the store, anti-theft solutions are designed to stop the offense before it can occur.”



3 interactive solutions

Today's effective loss prevention solutions immediately alert store personnel when unusual activity, sweeping, removal of items from packaging, or concealment occur. Successful solutions alert staff, communicate the product's location, and direct store personnel to the point of concern.

“Interactive solutions can act as additional security teammates,” says Comstock. “Just like a good teammate, these solutions provide active communication, and direct store staff to the point of possible sweeping, device removal or concealment.”

Newer loss prevention solutions interact and integrate with many retail stores' existing security systems, such as communications systems like closed-circuit TVs (CCTVs), public view monitors (PVMs), or call boxes. These solutions allow the loss prevention team to respond to theft quickly using existing loss prevention resources with no additional expense.



“Interactive solutions can act as additional security teammates.”

- Jeff Comstock, siffron's Sr. Product Manager of Loss Prevention

conclusion

Although loss prevention is critical to a retailer's success, it doesn't have to be complicated or expensive to employ. In modern retail applications, the use of intelligent loss prevention products allows shoppers to access to merchandise and make purchasing decisions without cumbersome locked cases or waiting for assistance from an associate. Retailers can even integrate existing LP systems and serve as an extension of in-store security personnel. Innovative solutions enable stores to remain open and inviting to honest customers, while simultaneously deterring potential thieves.



about siffron

siffron provides loss prevention solutions designed to increase sales, improve category management, reduce 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.

Retailers who implement siffron's loss prevention products are consistently seeing 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. In a recent test, one major national retailer experienced almost no product loss in the designated categories. Sales increased up to 600 percent in half of the tested categories.



siffron's open shopping loss prevention solutions include:

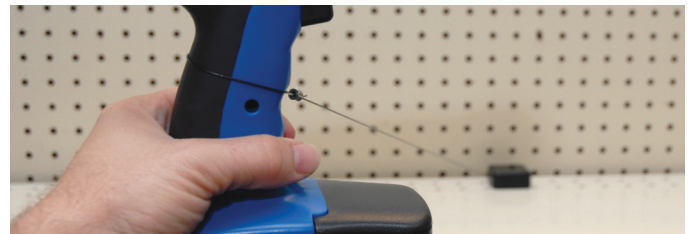
- **LM Tag™** – siffron's LM Tag is a combination of a light sensor and motion detector used to notify when the product is both in motion and concealed in a bag, under a coat, or in a pocket. Every LM Tag solution includes a light and motion sensor, plunger alarm activation, EAS features, a tag wrap, a corner protector, and a tag clip for soft-line goods.
- **SONR™** – siffron's SONR is a multi-tiered security platform that displays valuable items without losing them to shrink. The SONR line includes a battery-operated hook to protect against sweep and an echo box that emits a warning beep or alarm to thwart shoplifters.
- **Turtle** – siffron's Turtle solution is an all-in-one EAS security sensor system used to protect high-theft goods and demo devices to deter retail theft.



- **Security Hooks** – Security hooks provide a secure solution for high-theft pegged merchandise while maintaining product availability for customer self-service. siffron’s security hooks include spiral anti-sweep hooks, SONIQ alarm hook, and First Line security products and custom designs.



- **Tethers and Locking Straps** - Tether systems can be reset and reused multiple times. siffron’s tethers include coiled tethers, lock ties, First Line security tethers, magnetic display tethers, droplet tethers, adhesive magnetic tether, and adhesive magnetic tethers.



- **Tags and Cases** – siffron has a variety of reusable security labels and tags to protect a wide range of merchandise. Security tags are uncomplicated to apply in-store, easy to detect when passed between EAS antennas; and can be easily deactivated with deactivation solutions when a customer makes a purchase. siffron’s security solutions include safe cases, ultra-pencil tags, clamp tags, bottle tags, pin tags, chrome pins, plastic cap pins, RF and AM soft labels.



For more information or to set up a test of loss prevention solutions for your business, call 1-800-422-2547 or visit siffron.com/loss-prevention-solutions.





8181 Darrow Road | Twinsburg, OH 44087
330.998.7800 or 800.422.2547
fax: 800.422.2502