

In the News

ALPHA'S SPIDER WRAP FEATURED IN ARTICLE

In an article posted on May 7, 2009 by Minnesota Public Radio, retailers are expressing having a harder time getting folks into their stores to spend money these days. Consumers are keeping a firm hold on their wallets. But there's one group more eager than ever to load up with merchandise--shoplifters, especially professional shoplifters. Target and other big merchants are pushing for stiffer penalties to fight crooks who make a living ripping them off. To combat these crooks, Target uses lots of alarms, cameras and other technology, Alpha's Spider Wraps in particular.



Nate Hartle, Target's Senior Manager for Investigations

"This is called spider wrap. If it walks out of the store it will alarm. If it's cut off, it will alarm. It's proven very effective deterrent for us," said Nate Hartle, Target's senior manager for investigations. He was describing black wire wrapped around a digital camera box. The wires run through a small alarm.

To read more about this story visit:

<http://minnesota.publicradio.org/display/web/2009/05/07/purloining/>