



Showsafe outperforms rival products



Jim Haantjes
Managing
Director
Milestone.

Milestone is the exclusive distributor of Checkpoint products in the growing South African market, providing retailers with a wide variety of Checkpoint products ranging from EAS systems to high-tech, open display protection solutions. PoV spoke to Milestone’s Managing Director Jim Haantjes.

One of Milestone’s premium Checkpoint products is Showsafe. Jim Haantjes says that Showsafe has wiped out all competing products: “Showsafe plays in a different league and cannot be compared to similar products. It provides a huge advantage by offering the possibility of digital interaction and is therefore exactly what retailers are looking for”.

Checkpoint’s innovative interactive loop-protection system

“Our customers are mainly consumer electronics retailers. In 2006 we were asked by Game and Dion Wired to look at solutions to improve the situation in their stores”. Jim explains that, in Africa, previously, the majority of consumer electronics retailers kept all their merchandise behind glass, locked away. “Since Africa has a very high unemployment rate (up to 45%)

SHOWSAFE: HANDS-ON SHOPPING TO BOOST SALES

Alpha, a division of Checkpoint, provides retailers with the most innovative and technically advanced products engineered to protect high-theft merchandise. Every Alpha product is designed to defend your bottom line by helping your business reduce theft and increase sales.

Showsafe is an innovative loop-protection system designed to allow retailers to keep high-theft products on open display. Using Showsafe, retailers can keep expensive electronic goods, like Mp3 players and the latest mobile phones, in the hands of consumers, allowing them to ‘get a feel’ for the product—a proven way to improve the shopping experience and boost sales. Showsafe has the capacity to incorporate a multi-media merchandising system: a video that automatically begins when the consumer selects the product. High-level security and interactive merchandising, combined for the leading high-theft solution on the market.



and theft kept increasing, over the last ten to twelve years this has led to more and more retailers locking up even the smallest products, therefore losing out on very important turnover targets. They have now realized that sales were decreasing because the customers were lacking the ‘touch and feel’ experience”, explains Jim.

The ultimate open display solution

Dion Wired and Game were looking for an open display solution that would offer the possibility of digital interaction. The Showsafe solution offers an interfacing that allows the display of digital product information on a screen mounted above the display shelf – when a customer picks up a product, a customized, product-specific movie starts playing. Milestone has been partnering with “One Digital Media” in order to realize the complete solution.



Mobile phones protected by Showsafe with digital merchandising.

The first 4-months trials were focused on cellular phones: 96 per store were secured with Showsafe and linked to digital merchandising. The trial results were excellent. Soon after, more stores were fitted with Showsafe security to include other consumer electronics (digital cameras, mp3 players, laptops, etc.). Approximately 300 products per store are now being successfully protected with Showsafe.

“ With Showsafe, when a customer picks up a product, a customized, product-specific movie starts playing. ”

Showsafe has proven to be a very successful product

Since September 2007, Milestone has installed Showsafe in 30 Dion and Game stores. “Showsafe has proven to be a very successful product and retailers have gone back to open display solutions. This has resulted in enhanced sales and therefore increased turnover, which the retailers are seeking desperately in the very tight current economic climate. Consumers can pick up

the products, play around with them, try out cameras on phones, etc. They get immediate product information when picking the product up, which allow quick decisions without having to get a salesperson for assistance. A huge sales increase is taking place because customers feel more comfortable. Shopping has once again been turned into a fun experience for the customer!■

“A study conducted in 2006 by the GfK Custom Research institute among 1200 consumers has shown:

84% of European consumers want easy access to products before making their shopping choices, proving that closed cabinets prevent them from buying.”

