



Alpha 3 Alarm technology for designer jeans

Düsseldorf-based boutique chain **Jades** puts its trust in Alpha security technology from Checkpoint Systems to protect its high-theft merchandise. A treble-alarm system thwarts shoplifting attempts, while honest customers can try on the store's designer goods unhindered.

Luxury designer clothes have always been at high risk from retail theft. Dishonest customers – whether opportunists or organized shoplifting syndicates – are the main cause of stock shrink. This is also the case at Jades, a boutique chain with three stores in Düsseldorf, Germany, selling high-value designer fashion across a total floor space about 13,000 sq. feet. High-fashion goods like these are particularly easy to fence, making them an attractive target for thieves.

Since the business was set up in 2000, Jades has been using electronic article surveillance in its fight against theft. Whether it's designer jeans, leather jackets, handbags or accessories – every single one of the 10,000 items in Jades'

range is fitted with a radio-frequency security tag. Should anyone attempt to leave the store with a tagged item, the antennas flanking the exit will set off the alarm. "It is extremely important for us to demonstrate clearly that we will not tolerate shoplifting, thereby deterring occasional opportunists from the outset," explains Wolfgang Jacks, Operations Manager at Jades. "However, the system still doesn't offer 100 percent security – especially when you're dealing with professional shoplifters."

A worthwhile investment

Since 2007, Jades has been using Alpha high-theft security devices from Checkpoint Systems to provide extra security for its high-value goods. Alpha security devices incorporate



a treble alarm system: If someone passes through the security gates with one of these tags it not only sets off the normal alarm, but the tag itself also gives off an alarm sound. Furthermore, the tag alarm is set off by any attempt to tamper with the device itself.

“The Alpha security tags at Jades have replaced a rather complicated chaining system, which did not sit well aesthetically with our high-fashion designer goods and also prevented customers from spontaneously trying on clothes that were secured with chains,” explains Jacks. Staff had to unchain the items first in order to allow customers to try them on. “Ultimately, it cannot all be about making life difficult for thieves in order to minimize stock shrink. We also want our customers to be able to try on the clothes we sell, without too many obstacles.”

Thanks to the Alpha security tags, Jades has been able to reduce stock shrink even further. The initial outlay for purchasing the reusable tags has paid off quickly. In addition to the comprehensive application of modern anti-theft devices, Jades also places great emphasis on training its staff in theft prevention. The sales team needs to know what to do when the theft alarm sounds and, moreover, their training also needs to enable them to recognize suspicious behavior from the outset. ■

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Alpha 3 Alarm Cable Lok.

