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# Press Release

## **Security is always in fashion at Magasin with Alpha® 3-Alarm™ CableLoks.**

FOR IMMEDIATE RELEASE – February 5, 2008 *Denmark's best-known department store didn't get this popular without setting the fashion trends in everything from leather to lamps, purses to pants. But Magasin needed a way to keep its high-style in the hands of its more than 20-million annual customers – and out of the hands of shoplifters. Alpha Security Products delivered the perfect fit.*

How do you protect high-ticket, must-see-and-feel merchandise, such as leather jackets and purses, without detracting from its appearance? How do you secure valuable fashions easily, but safely have them in full view of store traffic? These were just a few of the challenges facing Magasin, a nearly century and a half year old Danish retailer with six stores and more than 1700 full-time employees.

"After investigating all our options, we turned to Alpha because they met all our criteria," explains Magasin Du Nord Retail Security Manager Lars Holt. "We found Alpha CableLoks to be the best on the market and knew Sensorline's Michael Bliggard (Alpha's Danish partner) was a professional and reliable source to trust with our testing process. Alpha's 3-Alarm Technology was unsurpassed because it delivered security while allowing customers to try on our merchandise at their leisure without the need for associate assistance."

### **Great Loks with great looks and performance.**

In almost every industry, especially retail, product appearance can make or break a sale. "It was our mission as Alpha teamed up with Sensorline to equip Magasin with fashionable security that was in view but not distracting," adds Alpha Business Development Manager for Nordic Jan Rasmussen. "We worked together with Magasin shrink manager Lars Holt on every detail, even the Alpha CableLok color to complement the retailer's diverse product lines." All this teamwork really paid off.

According to Holt, "shrink numbers have improved considerably after our CableLok installation." Magasin is very satisfied with the level of security they can now offer and easy, day-to-day handling of the Alpha solution. With the success of this installation, we plan to test and expand the Alpha 3-Alarm installation into our jeans collection, and look to Alpha and Sensorline for an affordable

*More*

solution for silk scarves with the same shop-and-go concept and high-security the CableLoks provide.”

*Locally, nationally, globally – Alpha Security Products leads the way to the most innovative and technically advanced solutions engineered to protect retailers’ high-theft merchandise. Bottom line, every Alpha product is designed to meet or exceed uncompromising security; ease use without sacrificing protection; and deliver outstanding merchandising capabilities to help your business reduce theft and increase sales. Call or click to find more Alpha solutions to your high-theft challenges: (888)257-4272 – [www.alphaworld.com](http://www.alphaworld.com).*

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