

Overnight... Thieves Stopped Visiting the Store No More Theft with Intelligent Loss Prevention

“We are very pleased with our new system. Since it was installed, we have not seen any theft.” This is how Jette Pedersen summarizes her experiences with Nano Gate™, the new loss prevention innovation from Alpha®.

Jette Pedersen is store operation manager at the ECCO Flagship Store on Strøget in Copenhagen. The store is located just opposite the department store Illum, which means there is heavy pedestrian traffic. With heavy footfall in the street and a high number of customers in store, it's no wonder that theft is an issue. A thief can easily disappear into the crowds, which makes it difficult to identify and catch him afterwards.

The attractive ECCO store on Østergade is one of the larger stores. With 246 square meters of sales space and two entrance doors, there is a lot to keep an eye on all the time. Even with up to seven or eight employees, not everything can be monitored, as the primary task is to serve the customers.

“Periodic theft has not been a major problem since we opened the store in 2002, but a year ago we began to see accessories disappearing, and we suspected this was caused by gangs operating in the area. A single bag vanished and shortly after this, another. When it peaked we lost three bags in one single day and almost twenty articles in one month. We knew we had to act...and fast,” says Pedersen.

“We relocated the bags and tied them up with steel wires, with no improvement to the situation. We considered having guards at the entrances, but the final decision was to install some

sort of electronic article surveillance.” Concept Manager Peter Guldbrandt from ECCO Global Retail tested different systems when he first heard about Nano Gate. “The test came out in favor of Nano Gate and obviously this was an excellent choice, since we have had no theft at all during the six months the system has been active,” says Pedersen.

Nano Gate differs from the traditional systems in the way the alarm works. It is not the antennas at the doors that give out the alarm when secured articles are brought out of the store. The alarm comes from the tag itself, which is safely attached to the bag, belt, or any other article you wish to protect. When the alarm goes off creating a loud noise, it continues to alarm until deactivated by the store assistant at the counter. No matter how fast a thief runs, the sound will follow. In addition to this, the Nano Gate solution is also a very cost-effective system, with a relatively small up-front

investment, easy no-wires installation, and low maintenance cost.

In the ECCO Flagship Store on Strøget around a hundred high-end accessories are secured with Alpha's 3 Alarm™ CableLok™, mostly belts and handbags. Shoes are not that exposed, as there is only one shoe on display for each model.



“Our employees are very happy, as we have found an easy and effective solution to our shrinkage problem. Our customers have also welcomed our initiative. As an extra, add-on benefit, it sends a signal to our customers that we are selling high-value accessories that need to be secured. Personally, I am very happy that we now have a system that fully supports our primary goal, which is to prevent theft. I highly recommend this effective security system to all my colleagues,” says Pedersen.

ALPHA
High Theft Solutions®

About ECCO

ECCO's roots in defying convention run deep. Forty years ago in the small southern Jutland town of Bredebro, Denmark, Karl Toosbuy pioneered a revolution in footwear, choosing comfort over conformity. Tired of having his feet mold to his shoes, he charged that the foot should lead the shoe. A new type of footwear was born. Today there are more than 800 ECCO stores around the world. ■