Checkpoint Systems' StrapLok Helps Largest DIY Retailer in Benelux Protect Luxury Range of Faucets and High-Value Tools

THOROFARE, N.J. – Aug. 6, 2018 – –[Checkpoint Systems](), a leading global supplier of Electronic Article Surveillance (EAS), RFID solutions and Alpha High-Theft Solutions for the retail industry, today announced that its StrapLok solution is helping the largest DIY retailer in Benelux (Belgium, the Netherlands and Luxembourg) to protect its high-end range of faucets and tools.

Praxis, part of the Maxeda retail group, operates a diverse range of outlets, including superstores and small high street stores, and has an online presence. In total, the company runs more than 370 stores, with chains such as Plan-it by Praxis and Formido in the Netherlands, and Brico and Plan-it in Belgium and Luxembourg.

The retailer sells a wide range of merchandise, including power tools and luxury bathroom faucets. Unfortunately, these desirable products are also very popular with shoplifters and susceptible to theft. As a result, Checkpoint conferred with managers at two of its stores – Praxis Apeldoorn (franchiser) and Praxis Drunen (branch) – to find out how they reduced shrink on two specific product categories.

Apeldoorn
Praxis was experiencing a number of issues with the availability of luxury bathroom faucets. Despite its order system indicating that these products were in stock, the reality was there were none available. On further examination, the retailer found that the Grohe brand was particularly affected with shoplifters targeting its easy-to-conceal range of products.

Having identified the problem, the team implemented a solution from another vendor. However, the results were not as positive as they had hoped. Primarily, this was because the device alarmed every time a customer touched the merchandise. Although dishonest customers were deterred from stealing the products, customers were also put off and were unable to interact with the range and view the product information. Not only that, it was also very labor intensive for store staff who had to constantly turn off the alarm, using the appropriate key/detacher.

As a result, Checkpoint presented Praxis with its StrapLok™ solution. Many high-theft products received by retailers arrive with nylon straps around the box to protect inside contents. StrapLok quickly attaches onto the existing nylon straps. Because of dynamic tension adjustment, it is compatible with low-quality, loose straps found on boxes already pre-strapped from manufacturing. StrapLok actively monitors the strap's tension and will only alarm if the strap is being cut. This is one of the key advantages of the StrapLok as it will not generate false alarms. After a short trial, the retailer immediately placed an order.

Remon Bonte, who has worked at the company for over 19 years, commented: "The StrapLok instantly minimized false alarms, which made a huge difference for the customer. For store staff, it also meant that we could deal with every alarm effectively as we knew it was a legitimate issue. It is a perfect solution because it's easy to apply, allows customers to interact with the product and protects merchandise."

Praxis has been using the StrapLok across its stores for over four months and has steadily increased the number in use. At first, the solution was used to protect products with a value of $175 or more, but that has now been brought down to under $100.

Drunen
Praxis' store in Drunen had similar challenges. It found that shoplifters were removing luxury faucets and power tools from their packaging and leaving empty boxes on the shelves. As a result, a three-month trial was ordered by head office, with StrapLok tags applied to products across a range of product categories.

Jos van Lith, who manages the Drunen store and has worked at Praxis since 1990, said, "Since implementing the StrapLok, we no longer find empty packaging on our shelves. It has been highly successful because it is reliable and easy to use. We do not suffer from false alarms and can deal with each problem very effectively. Ultimately, this solution has reduced shrink of Grohe faucets and hand tool boxes from Makita, Bosch and Worx."

According to Stuart Rosenthal, Vice President of Sales and Marketing for Checkpoint's Alpha High-Theft Solutions, "The StrapLok is a direct result of customer feedback combined with our deep and longstanding knowledge of the retail industry.

About Checkpoint Systems, Inc. (www.checkpointsystems.com)
Checkpoint Systems is a global leader in EAS and RFID solutions for the retail industry, encompassing loss prevention and merchandise visibility in a growing omni-channel environment. A division of CCL Industries, Checkpoint provides source-to-shopper solutions enabling retailers to achieve accurate real-time inventory and accelerate the replenishment cycle, while preventing out-of-stocks and reducing theft throughout the supply chain -- thus improving the shopper experience. Checkpoint's solutions are built upon 45 years of radio frequency technology expertise, innovative high-theft and loss prevention solutions, market-leading software, RFID hardware and comprehensive labeling capabilities to brand, secure and track merchandise from source to shelf. Checkpoint's customers' benefit from increased sales and profits by implementing on-shelf availability to ensure the right merchandise is available at the right place and time when consumers are ready to buy.

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About CCL Industries
CCL Industries Inc., a world leader in specialty label and packaging solutions for global corporations, small businesses and consumers, employs approximately 19,000 people and operates 150 facilities in 25 countries on six continents with corporate offices in Toronto, Canada, and Framingham, Massachusetts. For more information, visit www.cclind.com.

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