

Shelf Alert



Alpha High-Theft Solutions

The Future of Open Merchandising

The Shelf Alert system detects product movements and uses pattern-recognition algorithms to check all removals for unusual incidents. The system recognizes when a possible sweep is occurring and sounds an alarm directly at the shelf. It also fits seamlessly into the existing security infrastructure. Multiple visual and remote alarm options are available that can easily be adapted to each store's environment.

Advantages of Shelf Alert:

- Instantly alarms when possible theft events occur allowing for quick response from store associates
- Enhances customer experience through improved merchandise availability
- Provides associates with audible alerts when an item facing is out of stock
- Easy to install and requires no extra space
- Quick R.O.I.

Blends Into Shelf and Easy to Use

Shelf Alert is practically invisible to shoppers. Only the pusher itself and the product dividers can be seen. The product presentation is in no way disrupted. Merchandise is presented neatly and is pushed to the front of the display as necessary.

Sell More. Lose Less.

Shelf Alert prevents gaps between merchandise due to theft, thus increasing sales, optimizing inventory and improving on-shelf availability.



High Deterrent Effect

All shoplifters want to avoid risk. The initial product removal tone has been proven to scare off opportunistic and professional shoplifters right at the shelf.

Avoids Escalations

Shelf Alert means that if an alarm is sounded, store associates can intervene immediately, right at the display. Addressing the culprit in a service-oriented manner minimizes the risk of escalation.

Visit AlphaWorld.com for more information.