

No longer under lock & key

A recent development in retail security technology enhances shoppers' up front and personal experience on expensive stock items.

Drawing customers to high-value goods is a key aim of every retail outlet: but keeping expensive stock items secure, while still displaying them attractively and out front, is a genuine retail dilemma. Traditionally, high-value goods (and those popular with thieves) have been kept in locked cabinets or hidden in secure areas. That has meant frustrating delays for customers or, worse still, customers exiting the store without ever seeing or experiencing items they may have bought if the product had been easier to access.

Now in some retail outlets shoppers are being encouraged to be 'up front and personal' with even the most expensive gifts and gadgets, as more retailers opt for cutting-edge security systems that are both vigilant and discreet.

Leading Solutions Ltd, part of the Auckland-based Fixtronics Group, is supporting retailers who are committed to offering their honest customers a hands-on shopping experience with even their highest-value and most-frequently pilfered products.

"We can offer retailers sophisticated, hidden technology that is attached to selected, individual merchandise items. That means retailers can focus their displays on honest shoppers rather than locking items away to prevent theft," says Leading Solutions GM John Lennox. "It's all about improved customer experience, and ultimately, it's about increased sales and a reduction in theft for retailers."

The new technology is already operating in the mobile phone market place.

Leading Solutions is helping to revolutionise security for this retail sector with i3 Livelink, a state-of-the-art retail security sys-

tem that allows customers to freely handle the latest high-cost phones which are kept extra-secure thanks to a discreet link from each phone to an in-store alarm system. Phones can be displayed at the front of the store and customers can have a hands-on trial on a live phone to check all the features and menu functions, without a shop assistant hovering nearby.

Liquor stores are also better able to protect their high-risk stock. Expensive wines and spirits, for example, can be fitted with re-usable bottle tags that not only activate an alarm if stolen from the shop, but also prevent bottles being opened and tampered with in store.

And pharmacies can now display expensive perfumes out front, confident that their



easy-target stock is protected from thieves.

"This whole new way of looking at retail security means a diverse range of retail businesses will be able to join the new era of providing for a customer-centred shopping experience without sacrificing security," says Lennox.

For more information go to www.leadingolutions.co.nz