

The Challenge Facing Grocery Stores Due To Theft

Rising theft continues to plague the industry across Europe

In recent months, Europe has been grappling with a staggering rise in food price inflation that has reached unprecedented levels. With an alarming increase of 19.19% in the first three months of the year, followed by subsequent spikes of 16.41% in April, 15.04% in May and 13.81% in June, the impact is being felt across the continent. As a result, grocers are now facing an additional challenge in the form of a worrying rise in shoplifting incidents.

From Greece to Spain, the UK to Germany and even France, food theft is on the rise, with reports of incidents multiplying across Europe. To put this into perspective, a recent analysis conducted by Marshoek revealed that an average of €66,300 worth of products per store were stolen without payment in 2022, a significant increase of around €20,000 compared to the previous year. This corresponds to an additional cost of 70 million euros for the supermarket industry. This worrying trend is putting further pressure on grocers and the wider retail industry to find solutions to combat the growing problem.

LATEST NEWS



Accousto-Magnetic (AM) technology remains the preferred solution in the grocery sector, thanks to:

- Smallest label sizes
- Highest pick rates with wide exits
- Works on most liquids and metals
- Can detect merchandise within metal foiled bags and metal shopping carts
- Protects exits up to 2.5m between the detection pedestals
- Virtually no false alarms
- Wide detection coverage; pedestals concealed or discreet options
- Highly immune to spurious signals common to store environments; fewer nuisance alarms
- Maximized floor selling space with minimal restrictions on placement of tagged merchandise

AM Technology will not block legitimate alarms or cause false alarms in day-to-day grocery operations, cause by:



Shopping Carts



Liquids and products with high moisture levels



Foil wrappers or foil wrapping paper



Metal products and frames



Extension and power cords



Access control cards

For additional information, please visit www.sensormatic.com

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Sensormatic

Value Added Reseller

Authorized Partner

Most frequently stolen merchandise in groceries:

- Batteries
- Razor blades
- Wines and spirits
- Fresh meat
- Cheese
- Coffee
- Gourmet food
- Dietary supplements
- Skincare and makeup products
- Infant formulas

Sensormatic's solutions to protect your products

Product	Retail Values
 	Food Label • Provides deactivable protection enabling food retailers to improve on-shelf availability and increase sales • Protects merchandise through point-of-manufacture tagging so merchandise arrives shelf-ready • Permits open merchandising while combatting theft • Microwave (SGS) Certified • Indirect Food Contact (ISEGA) Certified • Also available in wide format
 	APX Sheet / Roll Label • Utilizes proven Sensormatic AM technology and manufacturing process to provide reliable detection performance • Quality materials and precision manufacturing help deliver consistent deactivation at the POS • Robust construction provides optimal merchandise protection • Works well on liquids, foils and in metal shopping carts • Reactivatable for unlimited reuse • Available in black, white and with barcode
 	APX non-deactivable Sheet Label • Non-deactivable format designed to protect safers and other asset protection solutions • Work well on liquids foils and metal shopping carts • Utilizes the proven Sensormatic AM technology to provide the highest detection performance available • Robust construction provides optimal merchandise protection
  	New - Metal label! • Merchandise arrives selling floor ready to help increase revenue • Utilizes the proven Sensormatic AM technology to provide the highest detection performance available • Does not damage products • Work well on metal surface products, DIY tools, baby formula, batteries, canned food items, electronics
 	APX Insertable label • Ideal for skin care and perfume boxes or other plastic shrink-wrapped packages • Utilizes proven Sensormatic AM technology and manufacturing process to provide the highest in detection performance • Works well on liquids, foils and in metal shopping carts • Quality materials and precision manufacturing help deliver consistent deactivation at the POS • Available in black, white and with barcode
 	APX Microwavable • Configured for high-speed use, this label is embedded in meat soaker pads, trays and under prime labels for discreet protection • Designed for food products that will be microwaved • Utilizes proven Sensormatic AM technology and manufacturing process to provide reliable detection performance • No detection interference caused by meat or fish products • Robust construction provides optimal merchandise protection
  	Bottle Cap Tag • Strong visual deterrent for high-theft, high-value wine, and spirits • Fits most bottle neck sizes (also available in large format) • Form factor minimizes impact on store merchandising and brand promotion • Promotes open merchandising for increased sales
 	Magnetic 9kg Multi-Purpose Tag • Multi-Purpose tag secures hard goods, soft goods, and everything in between • High magnetic strength for superior protection • Promotes open merchandising for increased sales
 	Value Performance Label (VPL) • Utilizes proven Sensormatic AM technology and manufacturing process to provide reliable detection performance • Helps deliver consistent deactivation at the POS with quality materials and precision manufacturing • Works well on liquids, foils and in metal shopping carts • Minimizes impact on brand promotion and product information • Features robust construction for reliable merchandise protection • Reactivatable for unlimited reuse
 	Magnetic Alarming 2-Tone Wrap Tag • Wraps securely around merchandise of medium shape and size • 2-tone alarming feature provides the highest level of security to high-value, high-risk merchandise • Promotes open merchandising for increased sales • Alarm: if cable cut and if passage between antennas • Available in two sizes
 	Magnetic Clamp Tag • Promoted open merchandising for high-risk items allowing shoppers to easily view and purchase items • Reduces time and labor for tag application and removal with one-piece design • Speeds up front-end checkout efficiencies with easy tag removal at the point-of-sales • Also available in white



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