

Imitated, But Never Duplicated

They say imitation is the greatest form of flattery. The pioneers at ALPHA® High-Theft Solutions finally accept the compliment and take tremendous pride in our long history of “firsts.” Our patent list has grown from 56 in 2004 to 152 in 2008. Case in point, our next leading competitor holds less than a dozen to date. That’s why retailers nationwide think of ALPHA. First.

First...and Foremost

Spider Wraps. CableLoks. Crystal Guardé. 3-Alarm. S3 Single Key Concept. Keepers. ALPHA was the first company to develop these industry innovations. The list goes on as ALPHA focuses its efforts on developing compelling new solutions that attack specific high-theft problem areas for retailers around town and around the world.

But what’s interesting to note is the process that takes place behind these firsts. ALPHA innovators do not sit back and try to think of possible security solutions the market may need. They go direct to market to uncover the needs.

They work side-by-side with retailers to find out first-hand the day-to-day challenges they face. Sometimes it’s a size issue. Sometimes it’s a labor issue. Sometimes it’s an aesthetic issue. Every time it’s an issue no other previous technology has solved.

At the Beginning

Case in point: the ALPHA Keepers™—truly where the innovation story begins.

In the days of VHS, Keepers were the start of a long history of new and improved ways to make security fashionable yet functional...not to mention profitable. According to the first study of its kind conducted by Read Hayes, Ph.D., director of the Loss Prevention Research Council (LPRC), ALPHA Keepers significantly reduced theft while also increasing sales compared to the typical options at the control stores.

As effective as the Keepers were and are, customers turned to ALPHA again in search of a smaller footprint for larger products; and the ALPHA Spider Wrap™ was born. This flexible, “spider-looking” technology entered the market as the first solution for larger, six-sided packages. Today, the Spider Wrap stands as one of the most copied security solutions in the industry.

First to pioneer security across a spectrum of merchandise, CableLoks™ started as an answer for do-it-yourself and industrial applications. CableLoks quickly became the preferred choice for high-end apparel and other merchandise because of its never-ending capabilities to adapt to hard-to-protect items like leather coats, purses, and high-end denim. Customers want to touch them and try them on. Retailers want to protect them from theft. No problem, thanks to ALPHA and their uncanny ability to secure merchandise without sacrifice.

Another proud product launch, and first of its kind, was the S3™ Single Key Concept, as well as 3-Alarm™ Technology. It blazed yet another undiscovered trail with unprecedented ease of use and unsurpassed security, making it the first technology to “chase” thieves outside the retail store.

More in Store

Every year, ALPHA reinvests a significant percentage of its sales revenue back into research, development, and product management to continue fueling its innovation pipeline. In fact, ALPHA’s target every year is that 20 percent of revenue must come from new product sales. This is a challenging goal, but one ALPHA is committed to fulfilling because it benchmarks the fact ALPHA continues listening to our customers and the high-theft problems they continue facing at their stores.

Locally, Nationally, Globally

ALPHA (a division of Checkpoint Systems) leads the way to the most innovative and technically advanced solutions engineered to protect retailers’ high-theft merchandise. For three decades and counting, every ALPHA product is designed with uncompromising security, ease-of-use, and the ability to deliver outstanding merchandising capabilities to help retailers reduce theft and increase sales. Call or click to find more ALPHA solutions to high-theft challenges at 888-257-4272 or www.alphaworld.com. ■



ALPHA
High Theft Solutions®

60 Office Depot Stores. 30-Day ALPHA Keepers Field Test.

Significant Overall Theft Reduction. One Satisfied Customer.

Office Depot, a leading global provider of office products and services, carries a wide assortment of products, including items considered a high-theft risk—specifically printer ink. The Florida-based, \$14.5 billion company challenged longstanding partner ALPHA® to think “in the box” for a solution.



Ink Theft Is Costly.

Of Office Depot's 1,100 retail stores in North America, about sixty specific locations represented a significant percentage of the company's total loss from ink theft. "The ink cartridges were open merchandise, which made them convenient targets for theft," explains Gus Kratzer, ALPHA's senior national account manager.

In the past, Office Depot had trusted

ALPHA to reduce theft pertaining to memory, drives, and other merchandise in open displays. "Retailers worldwide struggle with the theft issue of open displays," says Kratzer. "Simultaneously, the industry understands that if you put a product behind a glass cabinet, customers lose interest." Office Depot was able to find a successful balance by utilizing ALPHA Keepers™ in its stores.

As the world's leading supplier of Keepers, ALPHA offers the most technically advanced and broadest line of Keeper protection. Each easy-to-use and reuse Keeper provides excellent product viewing while keeping the original packaging intact to eliminate potential discounting and profit loss.

A Custom Keeper Is Born.

ALPHA stocked an existing Keeper that would fit the test ink cartridge, but it took up more valuable merchandising space than ALPHA or Office Depot wanted to relinquish. So a better Keeper was custom designed.

"In retail, shelf space is all-important real estate; so we're always looking for ways to maximize it," says Bill Beatty, ALPHA's product manager. "Together with Kevin Ach, Office Depot's

loss prevention operations director, the ALPHA product development team came up with a sleeker, custom Keeper."

White-Glove Service Comes Standard.

Virginia Robbins, ALPHA's manager of product training and field support, stepped in to make sure the Office Depot staff stood armed with the testing, training, tracking, and overall support all ALPHA customers receive before a product launch. According to Robbins, "most of our customers can't believe this white-glove service is standard practice with ALPHA. We're on-site, on-line, and on the phone before, during, and after to ensure success. Some customers want 24/7 attention; others prefer less hands-on support. We partner with customers to connect seamlessly into their operations as if we have always been part of their team."

Once all systems were implemented, the sixty pilot stores were put to the test.

"I was confident that we had the in-store staff and operational systems in place to achieve positive results during the Keeper pilot," stresses Ach. "But we were extremely pleased with the great results. We successfully reduced the numbers of thefts in these stores and saw a complete return on investment. It was a great team effort on behalf of ALPHA and Office Depot. Needless to say, we ordered Keepers for approximately 250 more stores."

The Next Level in Keeper Innovation

For security situations demanding triple protection, ALPHA offers the exclusive 3-Alarm™ Keeper. This advanced technology alarms when the Keeper is tampered with in store, when EAS is breached, and continues to alarm even after merchandise is taken from the store. ALPHA 3-Alarm Technology is also available on Spider Wrap™, CableLok™, and HardTag systems.

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ALPHA (a division of Checkpoint Systems) leads the way to the most innovative and technically advanced solutions engineered to protect retailers' high-theft merchandise. Bottom line, every ALPHA product is designed to meet or exceed uncompromising security, ease of use without sacrificing protection, and outstanding merchandising capabilities to help businesses reduce theft and increase sales. Call or click to find more ALPHA solutions to high-theft challenges at 888-257-4272 or www.alphaworld.com. ■