

Office Depot Powers Up Sales with Protex PowerPro System

LP Solution Decreases Shrinkage, Boosts Sales, and Minimizes Product Returns

When Office Depot, a \$15 billion office products and services provider with over 1,500 retail stores in 42 countries, needed help reducing shrinkage of its expensive digital cameras, a powerful solution by Bohemia, NY-based Protex International Corp. gave the retailer the ability to take its LP needs two steps further. PowerPro, which provides power and security to open electronics displays, not only decreases theft, but also helps increase sales and minimize product returns.

“It was amazing because we started slowly with a handful of stores, but we saw a difference in the numbers very quickly and did a chain-wide PowerPro roll-out,” said Kevin Ach, director of loss prevention operations for Office Depot. “This is a product that not only secured the products and lowered shrink, but also helped the displays look more inviting and allowed customers to demo products.”

The Next Generation of PowerPro

PowerPro is the cornerstone product of Protex’s extensive product line of LP solutions. Protex (protex-intl.com) released the new generation of PowerPro this year, with ten new features that improve security and reduce set-up time, allowing associates to concentrate on driving sales. Likewise, ProTrack



SinglePro is Protex’s highly anticipated self-contained unit that delivers power and security to cameras, cell phones, and other consumer electronics devices.

provides mechanical security for organized and open laptop displays.

The Next Level: SinglePro

Another Protex product generating excitement at the recent GlobalShop trade show was the highly anticipated SinglePro. Its sleek and stylized exterior is an ideal solution for end caps, islands, or anywhere merchandisers want to create impactful displays. SinglePro uses a PowerPro sensor head to provide power and security for GPS units, cameras, MP3 players, cell phones, PDAs, and more—all in one self-contained, mobile unit.

Green Is the New Black

Green technology is the latest corporate buzzword making the rounds, but this important global initiative is something Protex committed to years ago.

“Green technology is no longer the wave of the future,” said Steve Migliorino, president and CEO of Protex. “We have led this very important directive by

working toward the goal that our products will conform to WEEE and ROHS standards. In doing so, we’ve strengthened our relationships with our international customers and fortified our partnerships with vendors worldwide. ■

Q&A with Kevin Ach

Q: Office Depot associates appreciate how PowerPro and ProTrack allow for open displays, more customer interaction, and the ability to help drive sales. But how do your customers react to the open displays?

A: Customers expect to come to Office Depot to get the feel of our digital cameras and become familiar with laptop features before they buy them. It has become a non-barrier, and it’s been a positive influence on sales.

Q: What about ROI?

A: We’ve seen a significant increase in digital camera sales as a result of PowerPro. I’ve witnessed our customers using the PowerPro display, and I’ve seen analysis of sales of digital cameras going up and shrink going down. It’s an ideal loss prevention solution for Office Depot.



Q: How has ProTrack helped sales?

A: We were planning to increase the number of laptops we display in the stores, but in some stores, this became risky. With ProTrack, you can display laptops openly and securely, but we needed added protection in high-risk areas. Protex came to us with a solution for a custom part and we’ve seen a decrease in losses in those specific environments. It was a fast, cost-effective response and

ideal solution.

Q: What about PDR, Protex’s customized web sites for their customers?

A: We were up and running on PDR in April. The advantage of PDR is the speed that products get to our stores, and the ability to obtain shipping and tracking information. When we place an order on PDR, we know exactly when to expect products, and when and how we can display our merchandise chain-wide.