

VISIBLE SECURE SIGNAGE

*Influencing consumer behaviour
through visual deterrence*



The Objective

Over the last decade, EAS shrink management programmes have evolved into key contributors that facilitate greater operational efficiency and benefits.



To improve their effectiveness, Checkpoint commissioned a series of studies and trials with **leading market research companies** and retail clients, to further understand the attitude of consumers and offenders to merchandize protection methods and Visible Secure Signage.

Research shows that most consumers are sympathetic to the need for retailers to secure merchandise in stores, and that they tend to value **visible security elements** which clearly identify their function.

In general, consumers expect that a shop with a high level of theft tends to practice higher prices (as a form of compensation), so better and more visible security is perceived as **better value for money**.

Additionally, most consumers believe it is important for a security system to have a **preventive and dissuasive character rather than punitive**.

"The purpose of a security system should be to dissuade people from stealing rather than be used to catch them"
- Nielsen -

When offenders were interviewed, 80% indicated that merchandise protected with security labels was more difficult to steal, particularly when concealed inside the packaging at source, taking more time to overcome and increasing the chance of being caught.

The Graphic Design

To understand the visual communication element, Checkpoint engaged Millward Brown to research image and colour combinations with the greatest power of dissuasion.

The result is a symbol that respondents indicate calls attention to itself for the contrasting colours and that communicates security and a potential alarm through the padlock and sound waves.

Popular with the consumer test group, this design has received a warm response from retailers and brand owners alike. The proof of concept however would be in a real retail environment.



The Trial

A European Food Retailer undertook trials over a 12 week period.

Various Health and Beauty articles were labelled in store with Visible Secure Signage labels.

These labels were complimentary to RF EAS* tags that were already applied either at source or in store to the test product.



The Result



During the trial shrinkage was reduced by a further 70-80% with final numbers being as low as 0.57%.

The results clearly indicate the impact that secure RF merchandising combined with Visible Signage can have on shrinkage in selective product categories.

Checkpoint's objective with these studies is to improve both the Shrink Management process, by increasing the effectiveness of RF EAS systems and labelling, and to contribute to the consumer buying experience by adding clarity and definition.



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The label design that has been trialled by retailers and manufacturers throughout these studies is freely available from Checkpoint for use without copyright or cost in JPG and EPS format.

Alternatively the "Security Protected" design is available as a ready printed label in Hand Labelling System (HLS) format in 33mm and 26mm round sizes.

Full copies of the commissioned studies and retail trials on which this summary article is based are available from Checkpoint Systems on request.



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*RF EAS: Radio Frequency Electronic Article Surveillance