

CASE STUDY

Invisi-Shield™ System for Energy Drinks

challenge

A mass retailer challenged siffron to deliver a loss prevention solution for their high-rotation energy drink section. The solution had to deter theft while keeping the product open, visible, and shoppable, and having minimal impact on restocking labor.

solution

The siffron® Invisi-Shield™ System

results

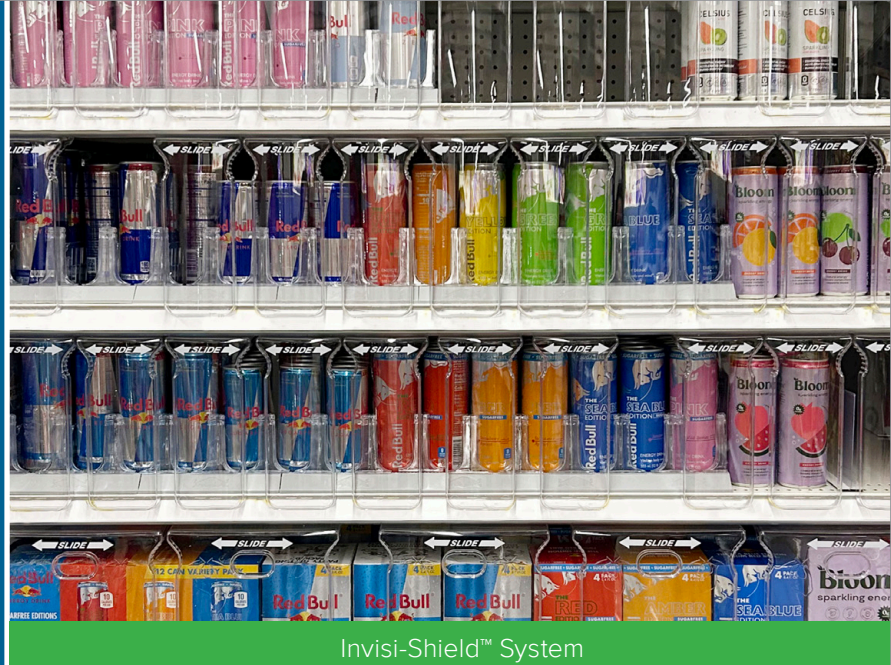
Following the installation of Invisi-Shield™ in the energy drinks category, performance was analyzed by comparing pre- and post-installation timeframes. The results demonstrated clear operational and sales benefits:

Item Updates (inventory discrepancies not tied exclusively to theft): Reduced by **42.2%**, signaling tighter inventory accuracy and control.

Known/Documented Thefts: Reduced by **32.7%**, confirming Invisi-Shield's effectiveness in deterring theft.

Sales Impact: Increased by **2.1%**, indicating that enhanced security measures did not impede sales, but instead supported a healthier sales environment.

Contact your siffron representative for a complementary Invisi-Shield™ System analysis, custom-tailored for your retail environment and store metrics.



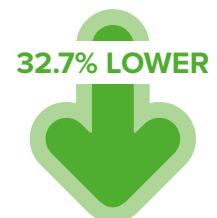
STORE TEST RESULTS*

SALES LIFT



2.1% HIGHER

THEFT REDUCTION



32.7% LOWER