



case study

National Retailer Impacts Shrink by 53% siffron's LM Tag™

challenge

One of the U.S.'s leading retailers sells iconic fragrance, health and beauty brands through thousands of retail stores at locations across the country.

Because many of its popular items are readily available and can be easily concealed and stolen, the retailer was experiencing an increase in shrinkage. Additionally, their current loss

prevention solution concealed merchandising, interfered with the customer experience, and was difficult to install.

The retailer's major objective was to reduce shrink in their stores. To do this, they needed an effective loss-prevention solution that could provide greater product protection, improve visual-selling impact, and improve shelf density.

solution

To achieve the highest level of protection with minimal impact to displayed merchandise, the retailer chose siffron's LM Tag™ to address their fragrance shrink issue. The initial plan was to install LM Tag in a six-month pilot across a number of stores and then potentially expand deployments across their retail enterprise.

The retailer selected the LM Tag for its unique concealment alarm feature based on light and motion, seamless integration with their existing EAS gate alarm system, ease of use, and its overall visual merchandising impact.

The LM Tag is a combination of a light sensor and motion detector that alarms when the product is both in motion and concealed in a bag, under a coat, or in a pocket. The LM Tag can alert staff, communicate the product's location, and direct store personnel to the point of possible theft.





results

After implementing siffron's LM Tag, store-level shrink was drastically reduced and inventory was better secured. The LM Tag protected and enhanced the displayed merchandise and helped dramatically reduce shrinkage by 53% in probiotics, skincare, and allergy categories.

In a controlled store test, LM Tag helped reduce shrinkage by 53% in select product categories.

get the outcomes you need

Retailers who implement siffron's loss prevention products unfailingly experience ROI within three to six months. siffron's loss prevention solutions have been thoroughly tested in a variety of retail environments with consistently positive results.

siffron is an industry leader for providing loss prevention solutions designed to increase sales, improve category management, limit shrink

and reduce labor at the point of sale. siffron offers start-to-finish solution delivery, including consultation, design, prototyping, production, fulfillment and purchase consolidation.

For more information, visit

siffron.com/loss-prevention-solutions/lm-tag
or call **1-800-422-2547**.