

# Electronic Article Surveillance Systems

[opticsecuritygroup.com](http://opticsecuritygroup.com)

## SIGNIFICANTLY REDUCE STORE THEFT AND OPTIMISE STORES OPERATIONS WITH EAS

Shoplifting, violence and aggression toward employees, organised 'steal to order' gangs, causes havoc in the retail sector already challenged by the rise of online shopping.

EAS or Electronic Article Surveillance can significantly reduce theft in store as well as helping you keep track of your inventory and reporting on store performance and operations.

With everything from 'source' tags where tracking is included in product packaging, through to labels or on fresh food packaging, today's EAS options can be unobtrusive, allowing customers to freely enjoy the shopping experience you want them to have, but protecting your assets and profits by stopping theft end to end.

Theft in stores costs Australian and New Zealand retailers more than **\$3 Billion** in losses each year\*

## EAS SOLUTIONS TO SUIT EVERY BUSINESS

At Optic Security, our experienced EAS team can explain the variety of options in the market and discuss solutions to suit your retail presence.

It's no longer just about using tags to deter would-be theft. EAS can bring a wide range of benefits to any retail business from customer analytics through to staff optimisation – and bottom line profits.

Whilst delivering a compelling shopping experience you can...

- Reduce customer shoplifting
- Reduce Internal/staff theft
- Avoid out of stock and overstocks
- Increase shopper conversion
- Significantly reduce organised retail crime
- Improve display effectiveness
- Ensure PCI compliance



## GET IN TOUCH TODAY TO FIND OUT MORE!

For a no obligation discussion about how Electronic Article Surveillance Systems can be part of your overall security management, contact us today.

Phone Optic Security Group on 09 950 9990 (NZ) 1300 72 98 72 (Australia)  
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\* The Australian and New Zealand Retail Crime Survey 2019 [www.profitprotection.co](http://www.profitprotection.co)

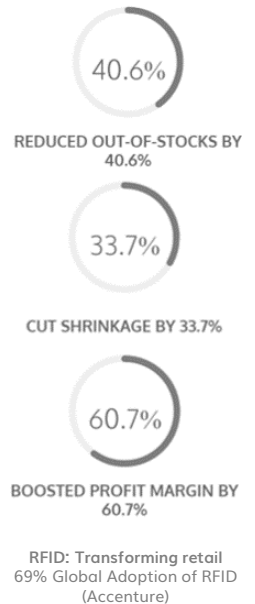
**DESIGN AN EAS SYSTEM THAT WORKS WITH YOUR BRAND EXPERIENCE**

At Optic Security we design and fit Checkpoint EAS (Electronic Article Surveillance) and Alpha Hi-Theft systems.

As well as deterring thieves with obvious surveillance cameras, Optic can help with EAS and RFID asset tracking with a wide range of labels and tags for specific industries.

We excel in working closely with retailers to uncover problem areas and then delivering solutions that not only increase sales and enhance the customer experience, but also create an environment that unobtrusively deters theft.

Optic helps you choose EAS systems that are easy to install and use, with dynamic customer behaviour analytics and insights that enhance how you run business and engage your customers.



**WORK WITH EXPERTS AND MARKET LEADING SOLUTIONS**

Working with your team, our experienced EAS specialists will work with you to find opportunities to significantly improve your operations:

**Understanding your business goals**

- The first step is to understand how your retail business(es) operate, including your supply chain and your current security measures. Understanding how your business works helps us identify the opportunities you have to significantly improve shrinkage and add more to your margin.



**On site staff and operations audits and surveys**

- Using a well-established and industry-appropriate checklist, our trained team will audit your physical facilities and assess your current security set up. We'll also talk to your staff to understand how they deal with incidents and observe your customer demographics.



**Review of recommendations and options**

- With insight into your business, we'll discuss with you your current state vulnerabilities (gap analysis) and recommendations for best practice mitigation, including a thorough run-through of the options you have in everything from labelling to insights, and how best to use them.



CHECKPOINT USED BY



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