

Makro The Netherlands

From the opening of its first Makro Store on 1st October 1968 in Amsterdam Makro is now a leading cash & carry wholesaler in the Netherlands with stores at 17 locations with an average sales area of 4000 m². Makro still differs for its unique retail formula: a wholesale supplier set up as a supermarket for the professional customer.

Danny Küppers has been Head of Security at Makro The Netherlands for just over one year now. Previously, he was regional manager for five years and security manager for three years at local stores Makro Best en Makro Nuth.



Product security issues

Product security systems such as the Spider Wrap and the Safer have been receiving negative feedback from the retail market for a while now. One of the complaints is that the Spider Wrap can be tampered with by depressing the packaging and cutting the corners, so that the system can be removed without setting off the alarm. Safers offer better security, but take up a lot of shelf space, resulting in less stock on display and a high demand for storage.

These security systems also cause issues at the checkout. The cashier, already under time pressure, will often neglect to wind in the Spider Wrap after removing the buckle, and will just throw the device in a basket together with all the loose cables. This poor in store handling will cause the Spider Wraps to get tangled together so that the devices cannot be re-used. Safers are equally unpopular with cashiers as they are very time consuming to be removed. Moreover, once removed, only a small amount can be stored by the tills, especially as some of the boxes can get quite bulky.

Need for improvement

Makro The Netherlands required a new way of securing their goods; a system that was easy to apply and to remove. Every week every one of its stores sells thousands of products and the security systems had to be suitably flexible to be applied to a very diverse range of goods.

Furthermore, the retailer required that the new product security system would emit a "pre-alarm" if it was being tampered with. It goes without saying that the new system would also have to activate the EAS security antennas to activate and set off the alarm in case of actual tampering.

The retailer was also keen to ensure that the new product security system would not take up any additional shelf space or impede the graphics of the packaging. This would result in a more organised, sleeker design of the aisles, eventually increasing sales and discouraging theft. "Quite the challenge!"

The solution: the Turtle

After three years of research and innovation Pataco is proud to present its new product security system which meets all these requirements: the TURTLE. This multifunctional solution for product security can be applied to a wide range of goods, whether big or small, as the TURTLE can be used in four different ways:

1. By using the straps from the product packaging
2. Attached with a safety sticker on a promotional sample or showroom model
3. Applied on the seal of the packaging
4. Independently, as "Stand Alone Line Security"

The TURTLE uses two different sensors: an intelligent, optical sensor, and a mechanical one. This combination creates a high level of security, which sets off the alarm if the TURTLE is tampered with and/or removed incorrectly. Moreover, the TURTLE will activate the EAS security antennas upon detection and will emit a pre-alarm if it is lifted or shaken. All this will provide an effective deterrent for the "opportunistic thief".

Because the TURTLE is so simple to use and easy to apply and remove from products with strapped packaging, nasty tangled up cables are a thing of the past, saving you time ... and therefore money!

The TURTLE can be applied on the top or the side of the packaging so products can easily be stacked and there is no loss of shelf space.



Advantages of the Turtle Makro

The TURTLE can be applied to the side or the top of the packaging, offering Makro an advantage that is two-fold:

- + Improved marketing
- + No loss of shelf space

Furthermore, the TURTLE is easy and quick to apply as it does not require any cables. This also offers Makro a range of advantages:

- + No time gets wasted because of tangled up cables
- + The security systems do not just get thrown away
- + It saves the cashiers time, which ultimately saves money

Exclusive launch at Makro The Netherlands

The Turtle was launched exclusively in the BENELUX at the Makro store in Amsterdam. Makro Amsterdam is the biggest store in the Netherlands with a sales area of 20 000 m², of which 12 500 m² non-food. Danny Küppers, project manager for this pilot project, recounts: "Since the Turtle was introduced in September 2011, sales figures have increased considerably. On the other hand, any loss of income through theft has considerably decreased. A good combination of an increase in sales and a decrease in loss of income. I am convinced the TURTLE offers a better solution than the other security systems we had in place, including the Spider Wrap and the Safer. More specifically so, as the TURTLE provides a solution that is easier and quicker to manage, and can be used for a variety of products, whether big or small. Moreover, any adjustments required to turn the system into a 'Stand Alone Line Security' are child's play."

