



Improve your bottom line with MW Security



Case Study EASETUBE™ - Swedish Hypermarket chain

Before installation

Cosmetics like mascara, lipstick and eyeliner etc. are considered to be high theft items and products exposed to a high level of shrinkage. At this specific case, cosmetics in the Health & Beauty department in one of Sweden's major hypermarket chains, two different types of shrinkage were exposed:

- **External theft**
- **Shrinkage due to that customer broke the cosmetic open for testing making them unsalable.**

2-3 products were found broken each day. Cosmetics were protected with RF labels attached to the actual products.

Actual installation - The retailer chose to do a test installation and protect branded mascaras at a retail price of 13-18 Euro with EASETUBE™ resulting in a relatively small need of 350 EASETUBE™S and customized display units to be fitted into their existing furniture. Test installation continued for 4 months before review.

Result of installation -

- **External theft was close to eliminated**
- **Shrinkage due to broken products was eliminated**
- **Sales of mascaras protected with EASETUBE™ nearly doubled compared to the same period of time before installation.**

Results showed that customers experienced the display of EASETUBE™ more appealing than before due to the fact that there was no label attached to the product. Customers also felt more comfortable to purchase the mascara at the hypermarket than before as they were guaranteed that the product they were buying was in mint condition.

- **Faster handling for attachment of alarms**
- **Less use of labels**

Handling of EASETUBE™ showed to be less time consuming compared to using of labels. Cost of using labels was also eliminated.

Result showed that return of investment was less than 2 months **only** considering the elimination of broken products in store.

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