



## **EASETUBE™**

### **reduces shrinkage and increases sales at one of Swedens largest hypermarkets**

MW Security installation of new EASETUBE™ for protection of cosmetic products has proven to be a great success. Result has shown that external theft and more significantly shrinkage due to broken products in store has been brought down to a minimum. More importantly results have also shown that products protected with EASETUBE™ nearly doubled in sales compared to protection with labels. Customers experience the EASETUBE™ as nicer and more selling in display while at the same time being guaranteed that cosmetic purchased are in mint condition.

With reduced shrinkage, increased sales and easier and faster handling, MW Security and EASETUBE™ helps hypermarkets to improve their bottom line.



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