

## **MEDIA RELEASE**

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### **ADT Security helps major retailer halve shrink in Australian airports**

ADT Security's Sensormatic Floor-Max concealed Electronic Article Surveillance (EAS) system has been selected by Swiss-based Nuance Group to protect its duty free shops in four major Australian airports - Brisbane, Melbourne, Perth and Sydney.

As the first large concealed EAS application for airport concourses, the installation incorporates the highly effective Ultra•Max<sup>®</sup> acousto-magnetic (AM) anti-theft technology. Hidden under floors, the Sensormatic EAS system supports the Nuance Group's philosophy of a convenient and appealing customer experience in a unique travel shopping environment.

As the world's top airport retailer, Nuance Group stores sell a variety of upscale goods such as liquor, tobacco, electronic devices, fragrances and other merchandise. To protect these popular, high-value products from theft while preserving their unique "no-walls" architectural concept, the stores needed to overcome the challenges inherent in installing an EAS system in an airport terminal.

One of the biggest issues the Nuance Group faces is the daily airport passenger volume that moves directly through their stores, which are characterised by open architecture with no defined exits or entrances. For example, about 80,000 passengers move through Sydney Airport each day and all must pass through Nuance Group stores. At any one time, a large volume of about 200 or 300 customers can be found flowing through their shops.

"Given our anti-theft needs as well as our unique architectural and installation requirements, ADT Security's Sensormatic AM Floor-Max solution was the only one we found that could give us concealed coverage without obstructing what is, at most times, a non-stop flow of customers," said Richard Airth, Nuance Group's national loss prevention manager.

"The Sensormatic AM Floor-Max solution has worked out as planned and has helped us cut shrink by more than 50 percent in its first year. We are quite happy with this result."

AM anti-theft technology is well-suited for a retailer like Nuance Group that sells metal-based or metal-packaged goods.

More follows

“Beyond the complexity of this large EAS deployment, it is important to note that a significant amount of the items that our customer needed to protect from theft have a high metallic content. These include cigarette and fragrance packaging, electronics and other luxury items,” said Mark Norton, Managing Director, ADT Security Australia & New Zealand.

“Sensormatic AM technology is the only solution that is not shielded by these types of products. With this type of solution, retailers can enhance sales by increasing open merchandising opportunities and preserving store aesthetics, and protect profits by reducing shrink.”

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