



How Jewelers Can PREVENT Holiday Thefts

5 Powerful Ways to Outsmart Crooks

While retail jewelry theft is rising, you don't have to be a target.

Crimes committed against U.S. jewelers reported to the Jewelers' Security Alliance increased to 1,245 in 2016, up 5.8% from 2015. Dollar losses rose to \$72.4 million, up 4.5%.

At the holidays, crowds, additional inventory, temporary employees and more transactions make jewelry stores extra-inviting for shoplifters and employee thieves.

Here are 5 ways to ensure Scrooge doesn't overtake your holiday season:

1. Put Technology to Work

Add smash-proof glass, plus auto relocking of showcase doors and cabinet drawers. Install access control systems to avoid keys, locks, keyholes and key-management issues.

2. Track Inventory

Use small radio-frequency identification (RFID) tags and etch information on jewelry that lets you monitor movement by salespeople. Inventory every piece of merchandise at day's end, and shut down stores if any items are missing.

3. Empty Cases

Remove all merchandise from display cases overnight.

4. Improve Associates' Vigilance

Require associates to serve one customer at a time and show one item at a time. Never let an associate step away from an unlocked fixture.

5. Enhance Employee Training

Train temporary employees and retrain permanent employees around the need to always be mindful and alert.

“Most thefts involve jewelry being taken from showcases, which need better protection. The locking systems for cases and the way sales associates handle merchandise often create opportunities for criminals.”
—*Sid Kalantar, Senior Vice President of Sales and Marketing of Senseon® Secure Access*



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