

The Real Cost Of Retail Burglaries And How To Reduce Them

Ask any experienced retail industry manager if they've ever been burgled, and more than 76% will answer with an irritated yes.

Whilst there's never a good time to be hit by burglars, in the current economic climate most retailers are experiencing their worst sales figures in years. A costly intrusion is akin to salt in an open wound.

Yet now more than ever, retailers are under threat by ever more brazen criminals, who are largely unfazed by conventional security systems. In days gone by, a security system was no more than an alarm sticker on the front door, a near blind PIR and an ugly beige control panel that was defeated by a good thump.

Modern security systems are thankfully much more sophisticated, intelligent, reliable and extensive. So why do they continue to fail to provide

the protection they promise to deliver? The fault lies not so much with the system itself, but a significant shift in the modern burglars' *modus operandi*.

Burglars act with veritable impunity, safe in the knowledge that despite a plethora of products designed to keep them out, and just as many to detect and monitor them once they're in, they'll still get away with the spoils. The reason is simple: time. The burglar has time on his side - certainly enough time to smash in, grab the loot, and vanish well before the patrol arrives on the scene.

The fact that such *blitzkrieg* style raids are so effective, lucrative and nigh on impossible to defeat, means that the intruders repeat this process time and time again. This fact has devastating consequences for retailers who are repeatedly targeted. All of a sudden, the first break-in, itself a major inconvenience, pales into insignificance as the consequences of a series of costly

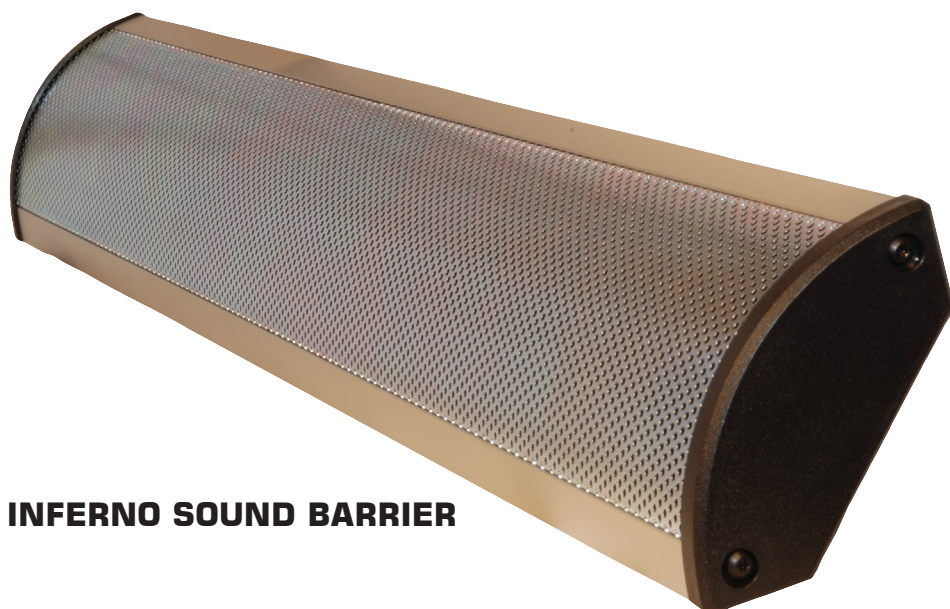
intrusions come home to roost. All too often the hidden costs of the intrusions remain unnoticed until it's too late.

Intrusions are costly on several fronts, however not all costs are immediately apparent. There are the obvious costs associated with structural repairs to doors, windows and other access points damaged during entry and exit. Obvious too are costs associated with replacing stolen and/or damaged stock, although this in itself can become problematic if the stock is not readily available.

The first hidden cost is often discovered when the insurance company's risk assessor calls - in the form of an increased excess and premium. In some cases, the risk assessor may demand that security is improved. In severe cases, the insurance company may politely decline to continue to insure the suffering business.

The last hidden cost is possibly the most damaging: the operational cost of an intrusion. The interruption, inconvenience and downtime costs associated with rectifying the intrusion can be huge - and extend well into the future. Any interruption in the continuous process of a retail operation has immediate and long-term consequences that translate directly to the bottom line. Customers and sales are lost to competing businesses - not only further disadvantaging the burgled business, but advantaging their competitors.

Thankfully, recent advancements in security technology have permitted commercial operations to claw back some of the lost ground. One of the



INFERNO SOUND BARRIER

most promising and ground-breaking technologies to appear in New Zealand in the last year is the Inferno 'sound barrier'. Derived from Swedish military technology, the Stockholm based company behind Inferno security technology has developed a range of high-tech security devices that attack the modus operandi of the modern burglar from a new angle. That angle is simple: reduce the time available to the intruder and you reduce the costs associated with the intrusion. The two are intrinsically linked. No better expressed by that famous phrase: time equals money. Without doubt, the most effective weapon in reducing the time available to the intruder, is the Inferno sound barrier.

A sound barrier? A high tech device that generates an intolerable spectrum of sound and then broadcasts it at an extreme 125dB.

Result - the protected area becomes instantly uninhabitable, forcing the intruder to exit - immediately. Inferno sound barriers protect premises and objects that demand a heightened level

of security. They are typically deployed in situations where conventional security alarm systems have failed to provide sufficient protection. Conventional security alarm systems usually employ a siren, which, far from forcing the intruder to exit, simply alerts him of detection. Even if the alarm system is monitored and has instantaneously dispatched a security patrol, the intruder has on average 17 minutes before a security guard arrives on the scene. The intruder depends on this 'window of opportunity', that exists between detection and arrival of security. An alarm system equipped with a sound barrier destroys this window and with it, the intruders' ability to inflict damage and loss.

The Inferno range of security sound barriers comprises several models, from the diminutive Micro to the all conquering Intenso (pictured), to the massively powerful InfernoX.

Designed and manufactured in Sweden to exacting standards, they are durable, reliable and most importantly, highly effective. Fully compatible and simple to retrofit, they significantly

upgrade the effectiveness of existing alarm systems, providing protection from 35m² to 800m².

Also available are 3 stand-alone systems which do not require the existence of an alarm system. In fact they can even operate without mains power. A case in point is the Inferno Mobile System which also provides remote monitoring via SMS.

As the cost of an intrusion is directly proportional to the time available to the intruder, forcing him out immediately - as opposed to filming him - is the best way to limit damage and expense. Forcing the intruder to exit immediately, empty-handed and without confrontation, is surely the ultimate solution to any intrusion.

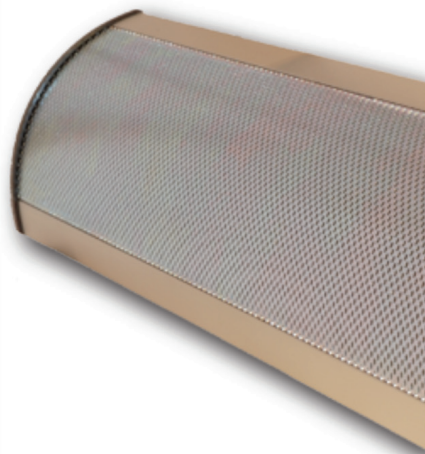
Inferno security technology - *take the power back.*

Contact:

Sonic Security Ltd
Phone 09 889 2889
info@sonicsecurity.co.nz

INFERNO SOUND BARRIERS.

- an intolerable sound spectrum @ 125db+
- forces intruders to exit - immediately.
- protects until the patrol arrives.
- protection from 35m² to 800m².
- Swedish military technology.
- does not require mains power.
- compatible with all existing alarm systems.
- simple to retrofit, zero maintenance.
- Swedish : ultra-high quality & durability.
- operating in 13 countries world-wide.



SONIC SECURITY LTD
 WWW.SONICSECURITY.CO.NZ
 +64 (9) 889 2889

SONIC SECURITY



INTOLERABLE TO INTRUDERS.