



Showsafe helps Italian DIY retailer improve security and sales activity



Drill protected by Showsafe and yet easy accessible for the customer.

Leroy Merlin rolls out Alpha Systems' Showsafe display system in its stores, as well as introducing visitor-counting capabilities.

Leroy Merlin, a leading do-it-yourself (DIY) retailer in Italy, has begun installing Alpha Systems' Showsafe line-alarm solution in several of its stores as a way to securely put high-value products into the hands of potential buyers.

Alpha – a division of Checkpoint – initially installed Showsafe in the retailer's stores in the Laurentina and Romanina sections of Rome. Leroy Merlin officials said they evaluated and adopted Showsafe because they needed to make it easier for customers to physically pick up and handle devices such as electric drills, other power tools and gardening equipment in an open-merchandising environment, without locking the units behind a counter or sealed case.

improving the stores' ability to service its customers and drive higher sales opportunities. Finally, Leroy Merlin selected Checkpoint and Alpha solutions that fit well with the retailer's in-store aesthetics and functionality.

Additionally, in order to gain further insight into shopping trends inside its stores, Leroy Merlin has begun deploying Checkpoint's visitor-counting system, CheckCount™. The company is rolling out CheckCount in Leroy Merlin stores in Bufalotta and Firenze.

CheckCount is a Web-hosted service that is ideal for larger-scale, national and multi-national retailers that need to monitor visitor counts for a number of different stores simultaneously. It supports such retail functions as marketing, merchandising, staffing and store planning by providing retailers with real-time data that delivers insight into a wide variety of store activities.

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Showsafe allows retailers to simultaneously alarm and power electric-based items. This allows customers to physically handle the devices and test how they operate, without putting the products at risk for theft. After a three-month test yielded positive results on both theft and sales, Leroy Merlin decided to permanently install Showsafe at the two Rome stores.

Leroy Merlin first moved to reduce theft by installing Checkpoint's EAS antennas in 2008, starting with the 3G/liberty line of systems and soon expanding to the company's new EVOLVE EAS solutions.

The company extended its relationship with Checkpoint by adopting other Alpha solutions for high-theft items, including SpiderWraps, DVD Keepers, Minitags, bottle protection, CableLoks and detachers. The addition of Alpha's Showsafe solution further supported Leroy Merlin's loss-prevention strategy, while

Since opening its initial store in 1996, Leroy Merlin has expanded to 43 stores throughout Italy. The company is part of French DIY leader Groupe Adeo, which also is Europe's second-largest DIY retailer and the fourth-largest DIY retailer in the world. Leroy Merlin also has stores in Spain, Portugal, Poland, Russia, China, Greece and Brazil.

Leroy Merlin, with annual sales volume of more than 1 billion euros (\$1.4 billion U.S.), focuses on DIY products, in particular house remodeling tools, home decorating and grounds/garden maintenance. ■



Evolve P10 antenna.

