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NEWSWIRE

NRF opens doors to LP conference

By Rhianna Daniels - 06.16.2009 [email](#)

LOS ANGELES--The National Retail Federation's Loss Prevention Conference and Exposition kicked off here yesterday with awards, a theme about 'doing more with less' and exhibit floor traffic that exhibitors said was slower than last year.

NRF's Law Enforcement Retail Partnership Award, which honors individuals in the law enforcement industry who have gone above and beyond the call of duty to support the retail industry in its fight against retail crime, was presented to Detective David Hill with the Montgomery County Maryland Police Department and Special Agent Philip Soto, United States Secret Service.

In May of 2008, Detective Hill received a tip from a local retailer about one customer routinely purchasing high-end merchandise with multiple gift cards. By working with Special Agent Soto, Hill uncovered that the credit cards being used to purchase the gift cards were still in the possession of the original owners, tipping them off that there was a potential skimming case in existence.

Although foot traffic on the show floor may have been slower than 2008's conference in Orlando, vendors were still hopeful that retailers who have to reduce staffing levels will look to leverage technology instead of additional personnel. IP cameras, analytics, networked EAS systems and audit tracking were just some of the products on display on Monday.

At ADT Security Services, Lee Pernice, director of vertical marketing at the company, highlighted Clarity, a self-contained video sensor that collects and analyzes traffic patterns in the retail environment. It is able to distinguish incoming and outgoing traffic and can distinguish adults and children based on height. The company's Sensormatic Safers are reusable anti-theft packages with an EAS or anti-theft tag. Pernice said it allows retailers to display products while providing a theft deterrent. Displaying more merchandise is customer friendly and equates to an increase in sales, she said.

Sargeant and Greenleaf, a division of Stanley, was touting its Trak-It Asset Tracking Cube, which combines safes with RFID technology and Internet-based, real-time information to provide an audit trail of deposits. Phil Pitt, director of marketing with the company, said retailers lose .5 percent to two percent of cash, money that never makes it into the safe, and this product gives retailers "visibility into the safe." Customizable alarms can be set-up to let a manager or LP leader know when a safe door has not been closed or if a deposit scheduled to happen at 11 p.m. never occurs, for example.

For more on NRF's LP conference, look for updates on SDN's Web site.

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