



**Sector:** Retail Security  
**Client:** Staples



### Problem:

The warehouse-style Staples office supplies store in South Yardley, East Birmingham - an economically challenged area with high levels of crime and unemployment - was proving a magnet for shoplifters, who were particularly targeting small, high volume and high value products such as ink and toner cartridges. While store CCTV security systems were in place, without constant monitoring, these were ineffective - although they could record incidents, too much time would lapse before the store could respond, by which time of course shoplifters were long gone. There was also the problem that with hoodies hiding their faces, shoplifters caught on camera were virtually impossible for the Police to identify.

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## Response Security Consultants cuts in-store crime by 90% within 2 months

Staples, the world's largest office products company, is committed to making it easy for customers to buy a wide range of office products, including supplies, technology, furniture, and business services.

The retailer trades online and through a global chain of office supplies superstores serving businesses, people who work from home, families and schools. In February 2013 Staples closed 23 stores in the UK as part of a restructuring.

### Solution:

Upon visiting the Staples store in Yardley to audit its existing security, it soon became apparent to Chris Wilkes, director of Response Security Consultants that the most effective means of protecting stock levels, staff and customer welfare would be to introduce 'ground level' shop-floor security and take a dual-pronged approach: using retail guards offering a strong visual deterrent, together with plain-clothed, store detectives.

“This enabled us to ‘man’ the store aisles and exit area, showing clearly that security measures were in place – often enough to deter would-be thieves. By using undercover store detectives, we were also able to identify people who were behaving suspiciously,” said Wilkes.

“Response Security Consultants retail security knowhow had an immediate impact,” said the general manager of the South Yardley Store.

“Police statistics showed that the crime rate at this store since employing Response Security Consultants reduced by 90% within the first two months and remained at this level – thus providing a safe, hassle free shopping environment for our business customers.”

“We were delighted to be able to quickly turnaround the situation for Staples and provide effective retail security that virtually eliminated theft and anti-social behaviour in-store. Just as importantly, we kept crime level rates low over the duration of our contract.

“We actually received a letter from the police commending us for our efforts in addressing crime in the area,” Wilkes said.

“Response Security Consultants worked very closely with Staples and provided security-guarding specific needs, which contributed to the success of both companies,” concluded the general manager.

### Retail Security? Call on the experts

If you'd like to find out more about Response Security Consultants retail security expertise and how we can tackle crime for your store – whether high street, retail park or shopping mall based please contact **0845 634 2888** or [email](#) your enquiry.