

# How to keep merchandise from walking out the door



[www.vensafe.com](http://www.vensafe.com)

Vensafe offers a controlled system for displaying high-value consumer articles without any risk of shrinkage. We secure sales and increase profits in the retail market.

# Shrinkage – the ultimate challenge for the retail trade

Shrinkage is universal and exists everywhere. Traditional products with high shrinkage rates are cigarettes, tobacco, and razorblades. Shrinkage is caused by customers or employees, or even by both cutting “sweet deals” with one another. The usual solutions to this problem are to either “hide” theft-prone articles in the check-out area to facilitate surveillance hence removing them from self-service displays. Neither of these solutions increases sales. Shrinkage is a delicate subject that is difficult to handle and control.

**Vensafe provides a neutral solution to this challenge. Retailers all over the world reports that an investment in the Vensafe system pays off in a very short time, normally less than 12 months.**

## What is the Vensafe system?

The Vensafe system is a complete sales- and display system with two main functions: To eliminate shrinkage of expensive, theft-prone articles for the retail trade, whilst at the same time displaying these products in such a way as to improve availability and convenience for the consumer; thereby increasing sales and profits for the retailer. These benefits for the retailer are obtained by simply replacing the theft-prone article with a product card representing the product. The product cards can be displayed in a location in the store most likely to trigger sales. Product surveillance is of no consequence as the product cards are of no value until they are validated at the check-out counter.



### The Vensafe system is very easy to operate

Installation is carried out by Vensafe technicians or authorized partners. Once the system is installed, it is restocked at one location only by authorized personnel as the dispenser is locked. The product cards are reusable and are replaced in the displays. The system is flexible and can handle up to 107 different products. The configuration of the dispenser may easily be altered if new products are to be introduced.

## Easy for consumers

### - how to use the Vensafe system



1 The customer chooses his product by picking a product card from a display



2 The product card is presented to the cashier just like any other article. The card is activated and the customer pays for the product



3 The activated card is inserted in the Vensafe dispenser and the product is received within two seconds

## Benefits of a Vensafe system

### **Eliminates shrinkage**

- ✓ no losses

### **Better product display of theft-prone articles**

- ✓ improved availability and convenience for customers drives sales

### **Dramatic reduction in inventory costs**

- ✓ no need to stock in anticipation of shrinkage
- ✓ inventory and product distribution in one place only
- ✓ total control of inventory for reordering purposes

### **Considerably less labour-intensive**

- ✓ restocking in one place only
- ✓ customer self-service
- ✓ no need to protect inventory

### **Better working environment**

- ✓ open and inviting check-out lanes
- ✓ better contact with customers
- ✓ discourages thieves from frequenting the store
- ✓ fewer temptations for employees



## Products applicable for the Vensafe system

The product cards are the size of a credit card. The front of each card shows a picture of the actual product, its name and the number of items in each package. The rear side of the card features the product barcode – EAN /UPC– and a security barcode unique to each card. The product range applicable varies from market to market, but the most common products exposed to shrinkage in each market can be sold using this system. In general it is possible to incorporate any expensive, non-food item. Currently the following product categories are frequently distributed with the Vensafe system, with local brands:

- ✓ Razorblades
- ✓ Non-prescription medicines
- ✓ Health remedies
- ✓ Cigarettes
- ✓ Tobacco
- ✓ Cell phone cards
- ✓ Condoms
- ✓ Stamps
- ✓ Bus cards
- ✓ Batteries
- ✓ Printer ink
- ✓ Memory sticks



# Product exposure drives sales

- Vensafe solution to improve product display



In the check-out lane



In the front of check-out area

**Product exposure drives sales. Our aim is to increase our customers' profits by stimulating the sales of theft-prone articles using optimal product displays.**

The Vensafe displays are a system of racks developed by Vensafe to maximize product exposure. They are available in various sizes and shapes and vary from market to market depending on local market needs. The various displays can be placed almost anywhere in the shop. The most common type of display is a free-standing steel frame, the width and depth of which can be adjusted by a simple screw mechanism. Different sized ABS material cardholders are clipped easily onto the frame in various combinations according to the number of products to be displayed. The standard solutions are supplied with either 40, 70 or 80 product cards, but customized solutions can also be provided. Examples of displays and locations in stores are:

- ✓ free-standing racks which can be placed near the check-out counter or in any other convenient space
- ✓ wall-mounted displays on pillars or in the check-out lane
- ✓ small, customized displays mounted in the store's own shelf-system in the respective product category location
- ✓ small, free-standing counter displays for cross-merchandising or impulse-buying

## More examples of display locations in the stores:



Free-standing racks which can be placed near the check-out counter or in any other convenient space



Small customized displays mounted in the store shelf-system in the respective product category location

# Vensafe innovations

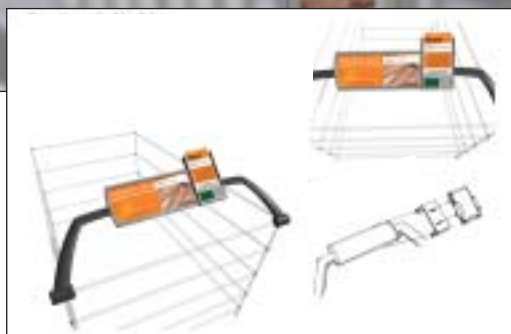
## - New display solutions



New displays for product categories to be fixed to existing shelves with branding area for suppliers



Large branding area where suppliers can promote their brands



Shopping trolley displays for impulse-sales or simply to store product cards while shopping

## Just a gentle touch

The future of secure product display – a touch screen in prime location and a vast choice of products at one's fingertips. A touch on the chosen product and a receipt is printed which will be activated by the cashier.



# Why not customize the Vensafe system

- or run campaigns or rent the space to suppliers



# The Vensafe system fits easily in everywhere

The only need is 1,2m<sup>2</sup> of floor space in a convenient location behind the check-out area – Vensafe will take care of the rest.

Vensafe offers 2 main systems for shrinkage control: **MAXX Classic** and **MAXX VBS**

## System components

	MAXX Classic	MAXX VBS
The <b>VS 96 MAXX dispensing system</b> with the capacity to sell up to 107* different products and more than 2000* items. Storage capacity of up to 2500* items in the storage compartment.	●	●
<b>Interface to POS through activation unit. It will require <u>one</u> of the following solutions, depending on existing POS system:</b>	●	
<ul style="list-style-type: none"> <li>✓ Product card is swiped through activation unit, sales are registered by scanning the product card in store scanner</li> <li>✓ Product card is swiped through activation unit, barcode is transferred to POS (RS23232 port or scanner AUX port required)</li> <li>✓ Product card is swiped through activation unit, barcode is transferred to POS and the card is attributed a security serial number which is printed on the receipt</li> </ul>		
<b>Interface to POS through Ethernet</b>		●
<ul style="list-style-type: none"> <li>✓ The ultimate security</li> <li>✓ Requires available store Ethernet to every POS</li> <li>✓ Utilizes current store scanners to populate product cards</li> <li>✓ Can only populate product cards when cash-register is signed on</li> <li>✓ All transactions are logged with date, time and POS stamp</li> <li>✓ Vensafe configurations are generated, controlled and sent to the system remotely</li> </ul>		
<b>Display solutions :</b>	●	●
<ul style="list-style-type: none"> <li>- free-standing racks of 40, 70 or 80 product card selections</li> <li>- wall-mounted displays</li> <li>- small, customized displays mounted in the store's own shelf-system in the respective product category location</li> <li>- small free-standing counter displays</li> <li>- touch screen</li> </ul>		●
Add-on unit VS 38 Cool – a dispenser with adjustable temperature between 7-15°C for perishable articles such as chewing tobacco, batteries, colour film, non-prescription medicines etc. Add-on dispenser with temperature controlled environment with the capacity to sell up to 38* different products and more than 500* ready for sale items. Temperature controlled storage capacity of 200 liters.	●	●
<i>*depending on product mix / configuration</i>		

## Technical specifications

<p><b>VS 96 MAXX</b></p> 	<p><b>Technical Specifications</b></p> <p>Capacity : up to 107 different products*</p> <p>No. of products : up to 2000 articles ready for sale*</p> <p>Storage capacity : 450 liters</p> <p>Dimensions : Width 1320mm, Height 1800mm, Depth 900mm</p> <p>Footprint : 1,2m<sup>2</sup></p> <p>Weight : 200 kg</p> <p>Can be integrated into wall. Dimensions for integration : Width 1370mm, Height 1850mm, Depth max. 700mm</p> <p>Mains voltage : 100-240V, 50/60Hz, 10A</p> <p>Power consumption : 35W</p> <p>CE approval</p> <p><i>* depending on product mix / configuration</i></p>	<p><b>VS 38 COOL</b></p> 	<p><b>Technical Specifications</b></p> <p>VS 38 Cool - add-on dispensing system</p> <p>Capacity : up to 38 different products*</p> <p>No. of products : up to 500 articles ready for sale*</p> <p>Storage capacity : 200 liters temperature controlled and secure storage</p> <p>Dimensions : Width 880mm. Height 2080mm, Depth 700mm</p> <p>Footprint : 0,63m<sup>2</sup></p> <p>Weight : 185 kg</p> <p>Temperature : Adjustable between 7-15°C deg.</p> <p>Mains voltage : 220-240V, 60Hz, 10A</p> <p>CE approval</p> <p>The VS 38 Cool is an add-on dispensing system for the VS 96 Maxx.</p> <p><i>* depending on product mix / configuration</i></p>
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## Vensafe ASA

Vensafe ASA was established in 1998. Headquarters are in Moss, Norway. The company operates internationally and has established own subsidiaries in Sweden, Germany and Belgium – also covering the Netherlands. Vensafe also operates through distributors or partners in some other European countries.

The company is the leader in development, marketing and sales of shrinkage control system to the retail market. Our mission is to make retailers more profitable and our vision is to be the world's no. one provider of solutions that secure profit of small high value consumer articles.

Vensafe has put product display and consumer convenience as leading stars to continue developing today's state of the art of shrinkage control technology.

More than 730 stores have already installed a Vensafe system to fight the universal battle against shrinkage.

To learn more about Vensafe - **visit our web-site at [www.vensafe.com](http://www.vensafe.com)**

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*Vensafe is also represented in other markets through distributors, please contact headquarter for detailed information.*

