Innovations is a regular feature which highlights new and innovative **products** for retailers

Self-service shrink buster

Newhaven based manufacturer Cash Bases has announced it representing Norwegian company Vensafe as sole UK distributor of its new cashless vending system.

Cash Bases has been appointed to launch the innovative product into the UK market to tackle in-store shrink management. The Vensafe system aids retailers in combating internal and external shrink, whilst benefiting customers with improved availability and visibility of key, high value theft-prone products such as cigarettes, batteries and razorblades.

Vensafe enables retailers to remove theft-prone products from the shelf and replace them with branded product cards. Capable of being displayed on numerous card displays throughout key selling areas and at the point of sale (PoS), the system maximises product presence and promotional opportunities in a reduced footprint. Vensafe can dispense products during all store opening hours, even when kiosks are unmanned, allowing customers to purchase a full range of products.

The system operates in three easy steps; the customer selects the product card, the card is activated and paid for at the PoS, the activated card is then inserted in the Vensafe system and the product is dispensed.

Cash Bases managing director Phil Stone said: "We are very happy to be the UK distributors of Vensafe and believe strongly that it will bring great results for retailers in eliminating shrinkage of high value products."

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Rewritable cards cut cost

Odyssé adds colour to PoS