

# WHAT WE OFFER YOU

COMPANY OVERVIEW



*That's what we do!*



## WHAT WE DO

We deliver merchandise retail security solutions to help protect your merchandise from theft.

Our anti-theft products and display devices allow you to secure, display and charge up your retail products.

It is our passion to work with you collaboratively to develop loss prevention strategies with the view to reduce your risk of lost profits and sales due to the incidence of theft from shoplifting.

## CONTENTS

WHAT WE SAY .....	4
Authorised Distributor .....	4
Memberships .....	4
RETAIL THEFT IN AUSTRALIA .....	5
BENEFITS - WHAT WE OFFER YOU .....	7
WHO WE ARE .....	8
HOW WE WORK WITH YOU .....	9
SOLUTIONS WE PROVIDE .....	10
BROAD RANGE OF MERCHANDISE SECURITY	
DISPLAY PRODUCTS .....	11
BRAND PHILOSOPHY .....	12
WHAT ELSE CAN WE DO TO CONVINCING YOU .....	15
Contact Information .....	15

## WHAT WE SAY

Over the past decade, the retail landscape has evolved and changed. I really enjoy working with retailers and am passionate about delivering the optimal security solutions available.

**Jim Cavanagh**

Everyday I am consistently amazed at the lengths that thieves go to in attempting to steal from retail displays. This is why I am so proud of our approach to developing products that help to reduce theft.

**Karl Priestly**

## AUTHORISED DISTRIBUTOR

For over 47 years, Se-Kure Controls has been delivering products to help protect displayed merchandise from theft.

The ever changing industries of Consumer Electronics and Fashion allows us to develop new products to help protect merchandise on display.

We represent these quality products in Australia.



## MEMBERSHIPS

We are members of the Australian Shop and Office Fitting Industry Association (ASOFIA). The Association was founded in the late 1970's and shows a dedication for members to provide professionalism within the industry.

As a member of ASOFIA we adhere to their motto being 'The Mark of a Professional', reflecting our delivery of service to customers.





## RETAIL THEFT IN AUSTRALIA

Retailers face ever increasing challenges and losses due to theft (external and internal). This loss can substantially affect profitability, both from shrinkage and from lost sales as customers cannot interact with the merchandise that was on display.

“

Popular consumer electronics products such as Mobile Phones, Tablets, iPads, Laptops and Digital Cameras are targeted by shoplifters due to their high-value. In fact, products that are both high value and popular items are at risk of being stolen.

”

It is important to develop strategies to help reduce the loss due to theft and it is what we are passionate about helping you do. We work with you to develop solutions that suit your requirements in order to help reduce theft.



## BENEFITS - WHAT WE OFFER YOU

We take pride in offering you a full service retail security solutions package. Our collaborative approach to working with you is very important as it allows the ideal solutions for your project to be developed. It is vital for our customers to receive expert and professional advice which is what we are passionate about providing.

Choosing from a broad suite of products or even a customised solution, you have the added benefit of knowing that your displays will meet or even exceed your expectations. You can be confident that we provide strong customer service and after sales support to ensure you are receiving the best commitment from your partner in professional retail security.

### › Professionalism

Professional service is imperative when developing loss prevention solutions.

### › Expertise

Vital to your requirements, we provide expert advice on security for your projects.

### › Broad Suite of Products

Your one stop shop for merchandise security products and solutions.

### › Depth of Experience

You receive the benefits of our depth of experience in securing retail displays.

### › Innovation

Staying up to date with new merchandise trends, we rapidly develop solutions to protect these products.

### › Customised Solutions

Off the shelf products don't always provide the solutions to your unique projects. In these instances, we work with you to develop customised solutions.

### › Reliability

We have a strong delivery system and provide fast delivery of your solutions to where you need them.

### › Partnership Approach

We are passionate about providing the ideal security solutions for you. As such, we adhere to a partnership approach to working with our customers collaboratively on projects and then providing superior customer support and service.

## WHO WE ARE

Retail Theft Control is an international enterprise dedicated to offering you a one-stop-shop for all your merchandise security needs. We deliver Professional Retail Security solutions with expertise to suit your requirements. Merchandise security for Consumer Electronics, Fashion, Clothing, Liquor, Hardware, Pharmacies, Department stores, Specialty stores and all retailers.

We have a depth of experience working with retailers and developing solutions utilising retail anti theft security devices to help reduce the incidence of theft from shoplifting. This allows us to deliver ideal solutions and knowledge to our customers.

We adopt a partnership approach to working with you to develop solutions for your retail display projects.

Customised solutions and excellent customer service for the spectrum of retail environments - from large format retail displays to boutique retailers.

For assistance, customised solutions and to discuss your stores merchandise security requirements, contact our friendly team.



## HOW WE WORK WITH YOU

Developing secure display solutions can be quite a challenging project. Having to coordinate a variety of tasks, such as organising merchandise to display, designing and approving joinery etc.. securely displaying your merchandise is yet another task in the project. From our depth of experience with Retailers, we completely understand this.

It is our passion to work closely with Retailers to develop optimal solutions for your project. We understand the importance of your display being the best it can be in order to maximise sales and remain competitive in the retail world.

Providing you with the best service and products in the retail merchandise security industry is what we do.

## SOLUTIONS WE PROVIDE

Our solutions help to prevent the incidence of theft of merchandise on display. In particular for retail environments, these solutions are designed to meet your needs to secure, display and charge up (in the case of consumer electronics) your merchandise, to encourage customer interaction with your merchandise and increase the opportunity for them to purchase.



### Secure

We expertly provide retail store merchandise security solutions to assist in loss prevention, help combat theft and allow merchandise to be displayed securely.



### Display

Interactive Displays that are both aesthetically pleasing and attractive to customers provide the potential to increase sales.



### Charge Up

Encourage customer interaction with charged up consumer electronic devices. Live merchandise attracts customers and encourages them to use products on display.

## BROAD RANGE OF MERCHANDISE SECURITY DISPLAY PRODUCTS

There are endless combinations of merchandise that you could be displaying. When working with you to develop the ideal security solution, we can choose from our broad range of products. Some merchandise requires a simple mechanical recoiler all the way through to alarm display posts.

### TYPES OF RETAIL STORE SECURITY DEVICES

#### Electronic (Alarmed) Security

In a retail store, if a theft attempt is made on your merchandise, staff can be alerted by an alarm sounding. This type of retail store security device is termed Electronic (Alarmed) Security. Typically, this style of system is used to protect higher valued merchandise, such as Mobile Phones, Tablets etc... These devices come in many different forms including alarm sensor cables, alarm display posts and cabinet alarms.



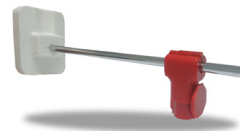
Alarm Display Post



Alarm Sensor Cable

#### Physical (Mechanical) Security

Physical or Mechanical devices are retail store security devices that tether the merchandise that is being protected. These devices allow merchandise to be secured and anchored. Devices in this category include mechanical recoilers, display cabling, cable lock boxes and security display hooks. This type of security is a cost effective solution to securing merchandise you have displayed.



Secure Display Hooks



Coiled Cable Security

#### General Security

As part of your loss prevention strategy it is important to consider general retail store security devices. These include devices such as convex mirrors and people annunciators. These devices complement other types of security devices in your store and provide extra layers of protection for your merchandise on display.



Convex Mirrors



Cash Lock Box

## BRAND PHILOSOPHY

Retail Theft Control ...

# *That's what we do!*

... and we are passionate about it.

Our passion for developing and delivering solutions that help to reduce merchandise theft is what drives us. When you deal with us, you are dealing with the people and company that follows a partnership approach with you, to ensure we deliver the ideal solution for you.



# SMALL SNAPSHOT OF PRODUCTS



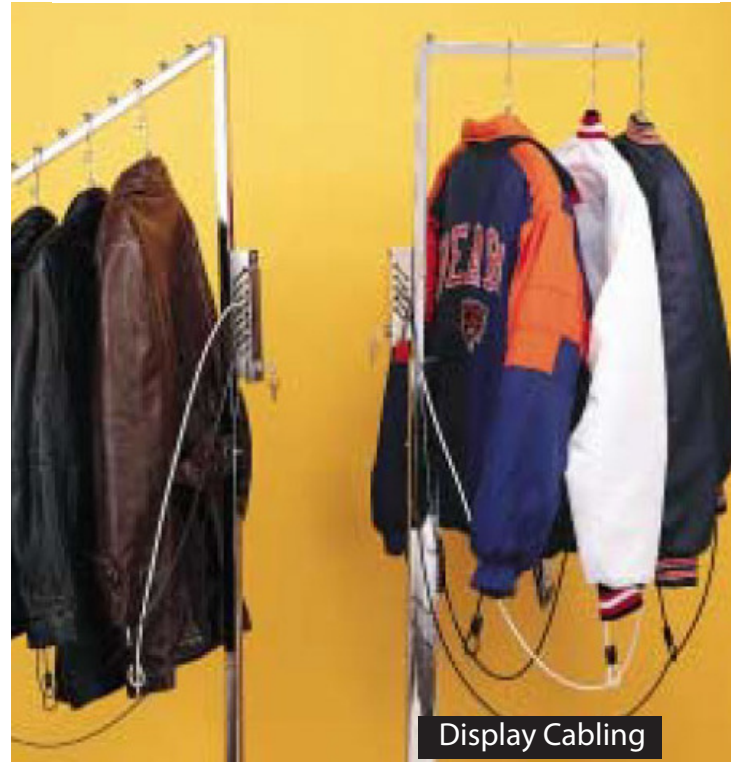
Display Security



Physical Cable Security



Smokie Domes



Display Cabling



Alarm Sensor Cables



Cabinet Alarms



## WHAT ELSE CAN WE DO TO CONVINCING YOU

We work hard to be the premier supplier of retail merchandise security solutions. Our team look forward to hearing from you so we can work together with you on your exciting projects and deliver the ideal solution for you.

## CONTACT INFORMATION

### Office Address

Austlink Corporate Park  
Unit 7, 20 Narabang Way  
Belrose NSW 2085  
AUSTRALIA

### Postal Address

PO Box 329  
Pymble NSW 2073  
AUSTRALIA

T: (02) 9450 0166

F: (02) 9450 0322

E: [info@rtc.com.au](mailto:info@rtc.com.au)

W: [www.rtc.com.au](http://www.rtc.com.au)





RETAIL THEFT CONTROL  
Austlink Corporate Park  
Unit 7, 20 Narabang Way  
Belrose NSW 2085 **AUSTRALIA**  
**T: 02 9450 0166 F: 02 9450 0322**  
**E: [info@rtc.com.au](mailto:info@rtc.com.au) W: [www.rtc.com.au](http://www.rtc.com.au)**

***That's what we do!***