



Case Study

Retail

Northern Tool & Equipment

3SI

Security Systems

Summary



Location

Multiple U.S. locations



Challenge

Product line expansion led to increase in grab-and-run thefts across its chain of over 100 stores



Solution

Asset Tracker™, an automatic GPS tracking solution that notifies police of the crime as it is occurring



Result

Decrease in theft attempts and recovery of over \$15,000 in stolen assets



Challenges

There are unique hurdles to developing a successful loss prevention plan for construction, industrial and Outdoor Power Equipment, hurdles that Todd Gulbranson, Corporate Loss Prevention Manager, with Northern Tool & Equipment knows all too well.

Outdoor power equipment theft has become a huge problem that is getting worse. Recent national surveys suggest that the total in losses and associated costs could be as high as \$1 billion annually, with less than 10% of this equipment ever being recovered.

Grab-and-runs have become a criminal staple in this segment of the retail industry. And while it may seem basic, these types of thefts are one of the most difficult types of crime to prevent:

- 1) Anytime that a showcase is unlocked, or merchandise is left on display, it becomes a target
- 2) Refusing to show merchandise to customers for fear of theft discourages sales and is not a sustainable way to do business

While some thieves act on opportunities to steal relatively inexpensive goods, many go to elaborate lengths to target expensive, high-end equipment.

Such was the case with Northern Tool & Equipment, a family-owned and operated provider of industrial and construction tools. Approximately 18 months ago, the company began to experience an increase in grab-and-run thefts of high-value products across its chain of over 100 stores.



The Solution

Todd recognized the power of technology and wanted to leverage it to radically drive down shrink. Some of his must-haves were:

Immediate ROI

Vendor with significant market presence

Ties to local law enforcement

Todd learned about 3SI Security Systems' Asset Tracker at a loss prevention event and decided to check it out.

Program

Northern Tool installed Asset Tracker in three test locations for two months. Asset Tracker was placed inside packaging of documented high theft products at these test stores. Gulbranson states, "The installation process was surprisingly simple; sales and the technical team partnered seamlessly to get the stores up and running."

Features

The tracker **activates on motion** to ensure the theft is detected whether the criminal demands merchandise from the clerk or forcefully takes it himself.

Using **3SI's secure website**, the criminal is tracked allowing police to move in and apprehend the suspect.


Typically, felons are **caught within 20-30 minutes** of committing the crime.

Trackers take **less than 20 minutes** to install so stores are protected right away.



Conclusion



Since rolling out the 3SI Asset Trackers in several locations, criminals are now being apprehended by Law Enforcement and our items are being recovered which has led to a steady decrease in theft attempts. 

Todd Gulbranson
Corporate Loss Prevention Manager
Northern Tool & Equipment

The program was a great success. Integrating GPS technology into their loss prevention strategy has enabled Northern Tool & Equipment to:

- Work with local police more effectively as the device provides real-time geo-mapping data
- Prevent theft while reducing risk of harm to employees and customers
- Identify and prosecute subjects involved
- Recover stolen items
- Safely display high-value equipment to maximize sales
- Improve store morale through increased arrests and merchandise recoveries

Due to overwhelming support from police agencies, Northern Tool recouped the initial installation costs for the tracker in less than three months, and to date has recovered over \$15,000 in stolen assets. “Since rolling out the 3SI Asset Trackers in several locations, criminals are now being apprehended by Law Enforcement and our items are being recovered which has led to a steady decrease in theft attempts.”

The chain has plans to continually grow the program and are now in the process of evaluating various stores across the country for expanded use of Asset Tracker.

3SI's Asset Tracker is designed to protect retail assets 24/7. The Tracker combines three location-based technologies in a single tracking device designed to be easily hidden in frequently stolen items.

With an overall retail **success rate** of **85%+** for apprehension and asset recovery, 3SI Trackers are a **proven, covert** and **inexpensive** option to protect valuable inventory.





Retail Solutions

Retail stores are frequently targeted for crime. Fortunately, 3SI offers an inexpensive and highly effective suite of solutions.

Visit our [retail product](#) page to learn more.

About 3SI

3SI Security Systems is the world leader in asset protection systems designed to recover stolen cash and high-value assets, apprehend criminals, and deter crime. Since 1972, our innovative solutions have helped to combat crime through GPS tracking, dye and ink staining, DNA and explosive gas neutralization technology.



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