



Case Study

# Retail

Sally Beauty Holdings

**3SI**

Security Systems

# Summary



## Location

North America & Canada



## Challenge

Local stores hit hard by serial burglary ring



## Solution

Cash Tracker™ and Asset Tracker™ GPS tracking devices catch thieves in action and recover stolen inventory



## Result

11 ORC rings identified, resulting in multiple arrests, recovered assets and criminals prosecuted civilly for property damages





## Challenges

Organized Retail Crime (ORC) has become one of Retail's most pervasive problems, with more than 70% of retailers surveyed reporting an increase in ORC activity over the past 12 months, according to a recent study performed by the NRF. These criminal enterprises cost the industry nearly \$800k per \$1 billion in sales annually and show no signs of slowing down.

What's driving the ORC phenomenon? Experts believe there are many contributing factors, some of which extend far beyond the store including:

Reductions in retail staff and lack of dedicated resources to ORC programs

The opioid and heroin epidemic driving the need for fast cash

Online portals that make fencing stolen items easier, less risky and more anonymous

Perpetrators that perceive ORC as a "lesser offense" with lower penalties therefore making it more attractive

ORC impacts retailers of all sizes. As these crime rings become more brazen and aggressive in their efforts, many retailers have responded with forward-thinking strategies that are putting these groups behind bars.

This was the case with Jim Mires, VP of Loss Prevention & Safety for Sally Beauty Holdings. When Jim joined the team, Sally had been hit hard by a serial burglary ring in the Toronto area.

"The cost of burglary is big. There's the loss of revenue, the cost of property damage and the impairment to the company's reputation. I wanted to do more than just stop these criminals.



# The Solution

I wanted to catch them and pursue them civilly for damages. So, when Sally began to experience a surge in burglaries I told the members of senior leadership... we can impact this.”

Jim, a 30-year industry veteran, had oscillated between Operations and Loss Prevention for years. “I’ve done it all. I started out as an in-store agent and moved up the ranks, eventually joining Sally Beauty Holdings a little over a year ago.”

He first became familiar with 3SI and GPS tracking at a conference. “The sales rep wasn’t pushy, and he didn’t try to sell me anything. He just listened and genuinely wanted to help. We deployed several Trackers with my previous employer that year with great success. So, I knew that it would work.”

Fast forward a year later and Sally now has over 200 trackers deployed across stores throughout the U.S. and Canada. Sally Beauty, with the help of GPS tracking, has helped to identify 11 crime rings and facilitate multiple arrests.

## How it works

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.





## Conclusion



I wanted to do more than just stop these criminals. I wanted to catch them and pursue them civilly for damages. So, when Sally began to experience a surge in burglaries I told the members of senior leadership... we can impact this."



Jim Mires  
Sally Beauty Holdings  
VP, Loss Prevention & Safety

Jim realized the impact ORC had on his company's bottom line and through his collaboration with 3SI he was able to:

The staggering growth in Organized Retail Crime has made retailers of all sizes an attractive target. Keeping your store safe in the face of these challenges isn't easy. Fortunately, 3SI Security Systems offers customized

- **Protect shoppers and employees**
- **Capture repeat offenders and hold them accountable for losses**
- **Recoup stolen assets**
- **Build a safer community and become a good global citizen**

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 Store Solutions

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

Visit our website to learn more. [3sisecurity.com](https://3sisecurity.com)

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## 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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