



# Retail Case Study

## JadeBlue

**Reduces Shrink and Enhances  
Store Performance with EAS**



**JadeBlue** chose Tyco's Sensormatic EAS solution to reduce shrink, increase margins and improve the customer experience.

## // Summary

- Industry:** Apparel
- Solutions:** Sensormatic Electronic Article Surveillance (EAS)  
Hard Tags and Labels
- Benefits:** Reduced Shrink, Improved Display Protection, Increased Profits

**JadeBlue** is a pan-India luxury lifestyle retail chain renowned for its spectrum of exclusive menswear and fashion merchandise. Their modest start was in Ahmadabad, India in 1995. Since then, the company has quickly grown to operate in 10,382.29 square meters (111,754 square feet) of retail space spanning 15 cities and 18 stores, with over 100,000 satisfied customers.

JadeBlue offers a wide selection of brand-name and custom-made men's clothing and accessories including formal attire, casual wear, ethnic apparel and more. With four in-house apparel brands and a custom tailoring

service from a selection of the best fabrics the world has to offer, JadeBlue provides a complete fashion shopping experience for their customers. In fact, their broad selection of merchandise, impressive displays and superior customer service led them to win the "Most Admired Regional Fashion Retailer of the Year - West" award at the Annual Images Fashion Awards for three consecutive years.

### Challenge

Previously, JadeBlue's loss-prevention efforts included security guards at exits, a third-party EAS system and manual purchase checks conducted by store associates. But their rapid expansion coupled with a large volume of merchandise regularly flowing into stores still made shrink control a difficult task. Additionally, the stores included multiple entry and exit points, straining loss prevention efforts even further as this created a greater opportunity for shoplifters to go unnoticed.

JadeBlue's major objective was to reduce shrink and enhance profitability. To do this, they needed an experienced loss-prevention partner that could provide a comprehensive, scalable Electronic Article Surveillance (EAS) solution for all their store locations in India.

### Solution

JadeBlue chose Tyco Retail Solution's Sensormatic EAS system to address their shrink issue. The initial plan was to install a Sensormatic EAS system in one pilot store and later expand deployments across their retail enterprise.

To achieve the highest level of protection with minimal impact to merchandise on display, the retailer chose to use genuine Sensormatic hard tags and labels. Tyco's loss prevention experts spent time training store associates to use the EAS equipment and properly apply hard tags and labels to effectively protect merchandise. By understanding how the system worked and how to use it, associates were able to confidently respond to EAS alarms and reduce shoplifting incidents.

## Results

The initiative to reduce shrink, maintain inventory levels, and protect and enhance the selection of displayed merchandise has drawn rave reviews, improved detection rates, reduced labor costs, and fully optimized the shopping experience. The Sensormatic EAS system acted as a strong visual deterrent and helped drastically reduce nuisance alarm events compared to EAS systems JadeBlue used in the past. After implementing Tyco's Sensormatic EAS solution:

- // Store-level shrink was drastically reduced
- // Inventory was better protected, which led to enhanced display selection, more customer choices and increased sales
- // Manual purchase checks were no longer necessary, providing associates with more time to assist customers
- // Fewer security guards were needed, reducing labor costs

In short, JadeBlue is enjoying the Sensormatic EAS experience and looking to integrate Tyco security solutions throughout their retail enterprise. 



*“Tyco has installed **Sensormatic EAS systems and hard tags** in three pilot stores so far. The system is fantastic and has helped us reduce our shrink drastically. Their service uptime is also found to be considerably good. Our overall experience with Tyco’s Sensormatic EAS systems has been excellent.”*

~Mr. Girish Gandhi,  
Vice President  
JadeBlue Lifestyle India, Ltd.







## Global strength. Local expertise. At your service.

### North America Headquarters

4700 Exchange Court, Suite 300  
Boca Raton, FL 33431  
United States  
Phone: +1 877 258 6424

### Latin America Headquarters

6600 Congress Avenue  
Boca Raton, FL 33487  
United States  
Phone: +1 561 912 6000

### United Kingdom/Ireland Regional Headquarters

Security House, The Summit  
Hanworth Road  
Sunbury-on-Thames  
Middlesex. TW16 5DB  
United Kingdom  
Phone: +44 1932 743 432

### Continental Europe Headquarters

Am Schimmersfeld 5-7  
40880 Ratingen  
Germany  
Phone: +49 2102 7141 0

### Asia-Pacific Headquarters

31 International Business Park,  
Creative Resource Building #03-02  
Singapore 609921  
Phone: +65 63898000

### South Africa Headquarters

1 Charles Crescent  
Eastgate Ext 4, Sandton  
South Africa  
Phone: +086 12 12 400

## Leverage our strength and experience

Tyco Retail Solutions is a leading global provider of integrated retail performance and security solutions, deployed today at more than 80 percent of the world's top 200 retailers. Customers range from single-store boutiques to global retail enterprises. Operating in more than 70 countries worldwide, Tyco Retail Solutions provides retailers with real-time visibility to their inventory and assets to improve operations, optimize profitability and create memorable shopper experiences.

The Tyco Retail Solutions portfolio for retailers is sold direct through Tyco businesses and authorized business partners around the world.

L8870.00

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

© 2014 Tyco Retail Solutions

All rights reserved. TYCO RETAIL SOLUTIONS, SENSORMATIC and TRUEVUE are marks and/or registered marks. Unauthorized use is strictly prohibited.

**tyco**  
Retail Solutions

*Safer. Smarter. Tyco.™*