

Makro crowned a star of the retail technology world

Makro Self Service Wholesalers Ltd. joined the stars of the retail technology world in the UK, when it picked up a coveted **Retail Week** Technology Award for its loss prevention program. Through an innovative three-tier anti-theft program, the solutions have helped the cash-and-carry wholesaler to cut shrink of its high-risk merchandise by 40 percent.

The *Retail Week* Technology Awards recognize the very best in retail technology and bring together industry leaders to celebrate the most innovative and passionate technology professionals operating in retail today.

Checkpoint's two-year partnership with Makro has resulted in a significant decrease in product loss across all areas of Makro's business implementing the solutions - Spider Wraps, Keepers™ and Alpha Accessory Tags. Additionally, the use of these devices on expensive goods such as plasma screen televisions, iPods, cameras and razors allows these desirable products to be sold in an open merchandise format – representing a first for a cash-and-carry outlet in the UK.

Overall, the integrated solution ensures effective, secure and easy protection, without disrupting store employees or the customer shopping experience. And, ultimately, the increase in stock availability of high-value goods has helped Makro improve its profitability.

Joanna Perry, technology editor of *Retail Week* magazine, commented: "The awards are here to pay tribute to individuals, teams and departments that are working tirelessly within retail technology to make their customers happier and keep them returning. *Retail Week* is delighted to be able to show our support of these teams and individuals who through their drive, ambition and vision are making it their priority to increase innovation, accountability and customer service throughout their companies."

The *Retail Week* Technology Awards are recognized as a huge accolade and are organized by leading weekly magazine *Retail Week*. For more information on The *Retail Week* Technology Awards go to www.retailweektechnologyawards.com. ■



Left to right: Adam Hills (Compère); Ian Woosey (Judge, Carpetright); Matthew Bowker, Makro (Holding award); Pat Lacey, Checkpoint; Chris Holmes, Makro; Russell Holland and Bridget Mattocks, Checkpoint.

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