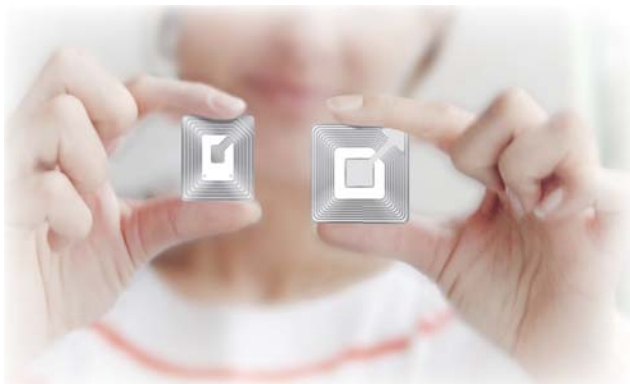




# Terry White Chemists uses EP labels and Evolve technology to improve protection in their stores



With more than 150 stores in major shopping centers nationwide, Terry White Chemists, a leading pharmacy retailer in Australia, faces the challenge of protecting a wide range of small, high-theft products in their stores.

EP labels are ideal to protect small items at risk from theft and offer excellent detection performance.



**Harry Nina**  
National Store Development Manager of Terry White Chemists.

Terry White Chemists turned to Checkpoint for its unique capacity to apply the smallest labels on the market and protect products with the most sophisticated antennas available. Now, Terry White Chemists is getting ready to install Checkpoint's revolutionary Evolve G10 antennas throughout its stores. Mr. Harry Nina, the National Store Development Manager of Terry White Chemists spoke to *Point of View*.

## Could you tell us more about Terry White Chemists?

The Terry White Chemists group has grown from a small pharmacy established in Redcliffe, Queensland in 1959 to become Australia's leading national retail pharmacy brand. Terry White Chemists is now a retail franchise pharmacy with over 150 stores nationwide in 2009.



**How has Checkpoint helped you to protect your products against theft while optimizing the customers' shopping experience?**

Checkpoint supplies Terry White Chemists with its RF-EAS antennas, CCTV solutions, including Point of Sale integration, Public Viewing Monitors, Remote Access and People Counting. These items give a physical presence of security and a visual deterrence to any opportunistic thief entering the store while not hindering the shopping experience for customers. Computer terminals and cameras at the point of sale allow management more control over the analyzing of transactions, while allowing the flow of customers to continue through the store.

**According to the Global Retail Theft Barometer, employee theft was the major source of retail shrinkage in Australia. Does your company have any measures to prevent or tackle this problem?**

At Terry White Chemists we believe that opportunity creates the thief; if you take the opportunity away, then theft is prevented. When designing our stores we ensure that the staff room, stock control area and store room are separate areas, thus making it harder for employees to be tempted to steal. We believe that visibility down each aisle is paramount. We also have a bag checking policy in place as a further deterrent for both staff and customers.

**Being a pharmacy chain with an extensive range of high-value and high-theft products shown in stores, do you have any difficulties in protecting these products?**

The EP labels range offers a wide variety of security labels that can be attached to any type of product in Terry White Chemists stores fitted with the RF-EAS antennas. One category that is particularly susceptible to theft is our Perfume Place range. We are using Checkpoint's EP labels to protect them as tagging these products has reduced the risk of theft. However, in particularly higher-theft demographic areas we have had to put further measures in place and use EP labels alongside other methods of protection.

**Why did you choose Checkpoint as your shrink management partner?**

As the leader in retail pharmacy we know our service works; we believe that Checkpoint is the leading expert in retail security and we rely on Checkpoint's knowledge of a fully integrated loss prevention system to minimize theft in our stores. Checkpoint has greatly helped us to merchandise and retail in the way we want without hindering our sales.

**“ The EP (Enhanced Performance) label range offers a wide variety of security labels that can be attached to any type of product for use in Terry White Chemists stores. ”**

**What challenges do you see ahead?**

With the economic climate currently facing Australia and the rest of the world, there will no doubt be an increase in unemployment leading to increased financial hardship. This hardship may lead to an increase in theft and therefore will require staff to be more vigilant. We must continue to develop and implement new ideas for loss prevention.■

*The Evolve G10 antenna adapts perfectly to any retail environment and features easily upgradeable software.*

