

EUROPEAN RETAILERS LOST

€32 BILLION

LAST YEAR ALONE

Lessons in Loss

[New '*shrinkschool*' sets classroom tests for European leading retailers]

European leading retailers are going back to school as part of a pioneering and holistic initiative to learn how to tackle theft and loss in their stores.

In fact *shrinkschool* is being taken so seriously that all levels of the business will be asked to sit exams to make sure they have taken the 'culture change' messages on board.

shrinkschool is a concept that UK partners the ORIS Group - the UK's leading retail loss prevention specialists and Checkpoint Systems - a multi-national supplier and manufacturer of shrinkage solutions to the retail industry, have jointly developed. *shrinkschool* is aimed at focussing retail businesses' attention upon loss prevention which cost European retailers €32 billion last year alone, according to the respected European Retail Theft Barometer (ERTB).

The classroom style initiative is split into four modules:

1. Culture & Awareness
2. Identifying Shrinkage Causes
3. Shrinkage Solutions
4. Management & Behaviour

It is then tailored for individual retailers so that the content is about the specific retailers own shrinkage figures. *shrinkschool* is aimed at identifying the exact problem, raising awareness across the business beyond the loss prevention team, achieving ownership, and adopting new solutions to the challenges of theft. Above all it is about changing behaviours and the overall shrinkage awareness culture within an organisation.



**shrink
school**

Checkpoint 

in partnership with

ORIS
group



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This two-day intensive session makes students aware of the causes of shrinkage and teaches them how they can make a difference to bottom line results.

"The solutions we want students to think about are centred around their people and their processes and how they can improve procedures and introduce best practice throughout the stores. It's not just about harnessing physical security and technology, but combining that with a cultural makeover that means that shrinkage has no place to hide within the organisation," says Neil Matthews, European Vice President for Checkpoint Systems.

Laurence King, Managing Director for the ORIS Group, who was recently described by one of the UK's leading retailers as one of the most experienced profit protection experts in Europe, adds; "Retailers are constantly looking at ways to boost margin at the top end, but they often do this without assessing what they are losing at the other. Tackling shrink is the last free money on the table and is a sure fire way of improving margin."

Anne Frost of the ORIS Group, *shrinkschool's* author' adds: "The aim is to make shrink everyone's problem so it is no longer the sole preserve of the loss prevention team. We want to build the knowledge of the entire retail team and come at the problem with our fresh eyes approach".

Mike de Wolf of Checkpoint Systems, *shrinkschool's* trainer adds: "by retailers adopting a more energetic and innovative way to educate staff, knowledge retention levels are enhanced and shrinkage levels are reduced."

The course is aimed at class sizes of up to 20 staff at a time and is fully interactive to ensure lessons learned will be applied once students leave the classroom.

For further information or to book a *shrinkschool* experience please contact:

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**"Sell more,
lose less"**



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