

# Sekura takes Jarloc to US

Wednesday, 21 June 2017

Colchester, UK

## START:

Sekura Global is pleased to announce their new partnership with Jarloc, a solution designed specifically to protect Glass Jar Candles from customer theft, and will now be acting as the exclusive authorised distributor of Jarloc in the US.

Jarloc is considered by retailers and the security industry as the number one solution in the UK for Glass Jar Candle protection. Endorsed and recommended by Yankee Candle UK, who also use Jarloc in all of its stores.

The Jarloc was developed by GCS (GB) Limited, working closely with some of the UK's biggest gift retailers to ensure the creation of a solution that delivers proven theft reduction without compromising the appearance of the merchandise or impacting the consumer purchase experience.

The solution is already in place in stores across the UK, widely used by such national retailers as Clintons (a subsidiary of American Greetings) and Dobbies Garden Centres. Case studies undertaken with both of these companies produced extremely positive results for the Jarloc solution, which led to it winning the 2016 Retail Fraud Award for "Most Innovative Instore Product".

Jeremy Davies, Managing Director of GCS (GB) Limited and Jarloc inventor, said: "Our research showed candle shrink in the UK was excessively high and in some cases reported at over 20%, particularly with leading candle brands, making Glass Jar Candles one of the highest shrink items in the UK.

"Leading brands of gift candles have grown in consumer popularity, retailing at around the £25 price point. Traditional methods of product protection have proven less than effective, primarily due to the shape of the traditional candle jar. Also, a key factor of the consumer purchase experience, is to be able to remove the lid to smell the scent, which rules out the use of safer boxes and spider tags.

"The demand for a bespoke solution was clear and Jarloc has provided staggering results of 73% loss reduction. Also, Jarloc is a sales driver; with stores using Jarloc seeing a 20% sales increase, attributed to improved open merchandising and availability to the consumer, whilst effectively

managing stockloss. The ease and speed of Jarloc application and removal at the checkout has made it a simple process for retailers to integrate to their loss prevention strategy.”

Chris Naphthine, Sekura Global Director, said: “We are extremely excited about bringing Jarloc to the US market – and are confident that our customers will benefit from this fantastic solution, enjoying similar returns to those stores already using Jarloc in the UK.”

Sekura Global and Jarloc are also pleased to announce that the latest Jarloc solution will be launching at the upcoming NRF Protect, in Washington D.C. (June 26-28 2017). Visit Sekura’s Booth, #1301, to see the latest innovations in Glass Jar Candle protection from Jarloc.

**END.**

### **About Sekura Global**

- Retail Security & Loss Prevention Division of Clipper Retail Ltd.
- Clipper Retail was founded in 1977, supplying retail security products to businesses around the world, before going on to establish the Sekura Global brand
- Sekura Global delivers innovative security solutions in the fields of Electronic Article Surveillance (EAS) and Radio Frequency Identification (RFID)
- Sekura Global works closely with some of the world’s biggest retailers to develop market-leading security solutions, helping businesses minimise shrinkage and prevent loss wherever possible

### **About Jarloc**

- Jarloc is Patent Protected in the US.
- Jarloc is a registered trademark of the UK based firm, GCS (GB) Limited.
- Jarloc was awarded the “Most Innovative Instore Product” at the Retail Fraud Awards 2016

### **Links**

- [www.sekura-global.com](http://www.sekura-global.com)
- [www.clipper-retail.com](http://www.clipper-retail.com)
- [www.jarloc.com](http://www.jarloc.com)

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