

# Benefits of a Text Inserter!

## Spot The Loss! Stop The Loss!

### Loss you want to stop

- National Retail Federation's survey show that retail shrinkage increased to 1.58 percent of retail sales in 2010, up from 1.44 percent in 2009. **That's nearly a 10% increase!** (\*1)
- the majority of retail shrinkage last year was due to employee theft, at \$16.2 billion, accounting for 43.7 percent of total losses. A video Text Inserter could help reduce this theft. (\*1)
- This is an all time high rate, and a video Text Inserter can help you keep an eye on your employees.
- An effective theft reduction system would include a DVR and a video Text Inserter to monitor transactions and employee activities.

### Are You Losing Cash Like This?



### Example:

Your annual gross sales are a nice round \$1,000,000. If your sales loss due to fraud is typical, then 1.58% of your gross works out to \$15,800. The Text Inserter may pay for its self in a week. Your freezers do not pay for themselves in such a short time.

#### Mr. P in Iowa:

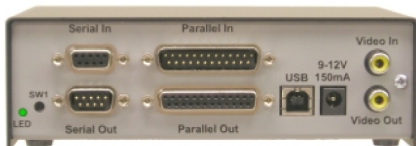
Cashier was ringing up groceries on the lottery account and then taking lottery tickets. Shortage was showing up in groceries but theft was of lottery tickets. *Not any more!*

#### Mr. K in Pennsylvania:

Cashier canceling transactions after customer left store. With the proof Text Insertion provides, the owner got promise of restitution.

#### Mr. R in Texas:

"...the installation was easy – the owner was able to figure out what the cashier was doing and promptly fired her with a police escort from the building - after showing the officer the video."



Easy to install Text Inserter

Don't wait for more costly loss.  
Get your cash register make and  
model number and call us for your  
Text Insertion solution.

### References:

\*1 [http://www.nrf.com/modules.php?name=News&op=viewlive&sp\\_id=1136](http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=1136)