

CASE

PROTECT[®]

SECURED IN SECONDS



Photo from archive (PROTECT A/S)

” THE WINDOW SIGNAGE ADVISING OF SECURITY FOG PLUS THE VISIBLE YET LOW KEY FOG CANNONS WITHIN HAS RESULTED IN NO FURTHER BREAK IN ATTEMPTS OVER RECENT YEARS.

THE SHOP OWNER WAS THE MASTER OF HIS OWN DESTINY

A jeweller from the Northern Denmark who selected Fog Cannon and was rewarded with reduced operating costs and a good night's sleep.

During a burglary in a large jewellery shop in Northern Denmark (the customer wishes to remain anonymous), expensive jewellery was stolen, and display cases and other inventory were destroyed.

The damage was subsequently estimated at DKK 2.2 million (€295,000). While the insurance company paid its share, the owner of the jewellery shop still had to find around DKK 400,000 (€54,000) in fees.

High fees were only part of the costs

The payment from the insurance company is solid and measurable. Yet for anyone who experiences burglary, the associated wrecking of fixtures and robbery, there are more things to take care of afterwards. For the jeweller mentioned it was also:

- Time for the clearing up, the repurchasing of new goods plus communication with Police, media, and the insurance company
- Time to reassure & retain employees and hopefully customers - rather than generating sales
- Lost revenue in the days after and possibly long term as customers were forced to their competitors
- Additional costs for re-establishing the shop, for which the insurance company did not compensate
- Overall, a poorer operating result

Some of the consequences of the burglary can only be estimated by the jeweller. Regardless, the “cost of back in business” is often evident within the accounts for several years in a row for smaller shop owners.

In the case of the goldsmith in Northern Denmark, it turned out that the damage to the shop had a greater value than the thieves took with them.

The security level was increased with Fog Cannons

After further considerations and a visit by PROTECT and an alarm installer, the jeweller chose to install Fog Cannons.

A decisive factor was, among other things, that the Fog Cannons were significantly cheaper than the roller shutters that the insurance company initially required. In addition, the jeweller preferred to avoid roller shutters, which can devalue part of the shop's marketing value since the windows are adjacent to a pedestrianised street.

Another burglary attempt

Shortly after the jewellery shop was back on its feet, uninvited guests arrive again. Presumably, the same perpetrators. This time, the newly installed Fog Cannons were activated, and the thieves flee the scene before they have time to steal anything. Together with a glazier, the jeweller had the limited damages repaired before the shop opened the following morning. After the second burglary attempt, the total price for repairs and loss was vastly reduced to DKK 12,000 (€1600).

The jeweller retained its good relationship with their insurance company, which has now started recommending security fog to other of their customers.

The solution with security fog, the effect plus value of its deployment in the event of the second burglary attempt, has resulted that the alarm installer gaining a loyal customer who further recommends the installer.

At the same time, the jeweller can now be more confident that the continuity of their business will be retained.

On reflection, the jeweller has stated that he is convinced that the window signage advising of security fog plus the visible yet low key Fog Cannons within has resulted in no further break in attempts over recent years.

If you have a business that you wish to protect against burglary, robbery and vandalism, we will be pleased to help you too. Feel free to contact us for a non-binding offer.



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