

## Case Study

# JadeBlue

Reduces Shrink and Enhances Store Performance with EAS



# Summary

## Industry

Apparel

## Solutions

Sensormatic Electronic Article  
Surveillance (EAS) Hard Tags and  
Labels

## Benefits

- Reduced Shrink
- Improved Display Protection
- Increased Profits

## Welcome to JadeBlue

JadeBlue is a pan-India luxury lifestyle retail chain renowned for its spectrum of exclusive menswear and fashion merchandise. Their modest start was in Ahmadabad, India in 1995. Since then, the company has quickly grown to operate in 10,382.29 square meters (111,754 square feet) of retail space spanning 15 cities and 18 stores, with over 100,000 satisfied customers.

JadeBlue offers a wide variety of brand-name and custom-made men's clothing and accessories including formal attire, casual wear, ethnic apparel and more. With four in-house apparel brands and a custom tailoring service from a selection of the best fabrics the world has to offer, JadeBlue provides a complete fashion shopping experience for their customers. In fact, their broad selection of merchandise, impressive displays and superior customer service led them to win the "Most Admired Regional Fashion Retailer of the Year - West" award at the Annual Images Fashion Awards for three consecutive years.

*JadeBlue chose Sensormatic Solution to reduce shrink, increase margins and improve the customer experience.*







## Challenge

Previously, JadeBlue's loss-prevention efforts included security guards at exits, a third-party EAS system and manual purchase checks conducted by store associates. But their rapid expansion coupled with a large volume of merchandise regularly flowing into stores still made shrink control a difficult task. Additionally, the stores included multiple entry and exit points, straining loss prevention efforts even further as this created a greater opportunity for shoplifters to go unnoticed.

JadeBlue's major objective was to reduce shrink and enhance profitability. To do this, they needed an experienced loss-prevention partner that could provide a comprehensive, scalable Electronic Article Surveillance (EAS) solution for all their store locations in India.

## Solution

JadeBlue chose Sensormatic Solution EAS system to address their shrink issue. The initial plan was to install a Sensormatic EAS system in one pilot store and later expand deployments across their retail enterprise.

To achieve the highest level of protection with minimal impact to merchandise on display, the retailer chose to use genuine Sensormatic hard tags and labels. Sensormatic's loss prevention experts spent time training store associates to use the EAS equipment and properly apply hard tags and labels to effectively protect merchandise. By understanding how the system worked and how to use it, associates were able to confidently respond to EAS alarms and reduce shoplifting incidents.





"Sensormatic has installed Sensormatic EAS systems and hard tags in three pilot stores so far. The system is fantastic and has helped us reduce our shrink drastically. Their service uptime is also found to be considerably good. Our overall experience with Sensormatic's EAS systems has been excellent."

Mr. Girish Gandhi  
Vice President  
JadeBlue Lifestyle India, Ltd.











## Results

The initiative to reduce shrink, maintain inventory levels, and protect and enhance the selection of displayed merchandise has drawn rave reviews, improved detection rates, reduced labor costs, and fully optimized the shopping experience. The Sensormatic EAS system acted as a strong visual deterrent and helped drastically reduce nuisance alarm events compared to EAS systems JadeBlue used in the past. After implementing Sensormatic's Sensormatic EAS solution:

- Store-level shrink was drastically reduced
- Inventory was better protected, which led to enhanced display selection, more customer choices and increased sales
- Manual purchase checks were no longer necessary, providing associates with more time to assist customers
- Fewer security guards were needed, reducing labor costs
- In short, JadeBlue is enjoying the Sensormatic EAS experience and looking to integrate Sensormatic security solutions

## About Johnson Controls

Johnson Controls is a global diversified technology and multi-industrial leader serving a wide range of customers in more than 150 countries. Our 120,000 employees create intelligent buildings, efficient energy solutions, integrated infrastructure and next generation transportation systems that work seamlessly together to deliver on the promise of smart cities and communities. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat.

For more information, visit [www.johnsoncontrols.com](http://www.johnsoncontrols.com) or follow [@johnsoncontrols](https://twitter.com/johnsoncontrols) on Twitter.

## About Sensormatic Solutions

Sensormatic Solutions is a global leader in enabling smart and connected shopper engagement. By combining critical insights into retail inventory, shopper traffic and loss prevention, Sensormatic Solutions powers operational excellence at scale and helps create unique shopping experiences. Our solutions deliver real-time visibility and predictive analytics for accurate decision-making across the enterprise, enabling retailers to confidently move into the future. With more than 1.5 million data collection devices in the retail marketplace, we capture 40 billion shopper visits and track and protect billions of items each year. Our retail portfolio features the premier Sensormatic®, ShopperTrak® and TrueVUE™ brands.

For more information, visit [www.sensormatic.com](http://www.sensormatic.com), or follow us on LinkedIn, Twitter and our YouTube channel.