

# SECURITY DIRECTOR

THE BUSINESS NEWSPAPER FOR SECURITY DIRECTORS

# NEWS

## Guitar Center strums hardware's tune

BY RHIANNA DANIELS

WESTLAKE VILLAGE, Calif.—Forced side door and back door break-ins drove music retailer Guitar Center to install exit-only hardware to reduce the occurrence of losses, both merchandise and cash, moving out of vulnerable exits.

John MacFayden, director of loss prevention for Guitar Center, said the company experiences a number of different theft situations from people prying doors open, to driving cars into the front windows.

"But the break-ins through side doors and back doors are the most frustrating because you can absolutely prevent them," he said.

Because the company's loca-

tions have limited video surveillance — high-risk locations have the majority of cameras installed throughout the approximately 200-store chain — hardware such as Sargent & Greenleaf's Arm-A-Dor product plays an important role in the company's loss prevention efforts.

Phil Pitt, marketing manager for Sargent & Greenleaf, said Guitar Center also needed its solution to meet fire and life safety codes, which the new product does.

Arm-A-Dor allows individuals to exit a door, when fully locked, by pushing against the push panel, but as the door closes the device automatically relocks. It also includes a loss prevention alarm that reminds store man-



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agers to keep the alarm in the armed position to reduce losses

from thefts. Ed Miller, product  
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engineer for Arm-A-Dor, said there is also a 20-second delay before the alarm goes off, so a manager can set the alarm before leaving for the day.

Pitt mentioned that the product's robustness makes it ideal for a retail environment in which multiple employees may be closing and opening a door throughout the day.

In addition to implementing technology, MacFayden noted, training employees is another vital way to reduce shrink.

"It is critical that customers are greeted when they walk in the door," he said. "We train our people to greet, engage, attend, and review."

When it comes to keeping tabs on merchandise, MacFayden said his staff is continually checking inventory, as one of the largest risks he faces is that stolen guitars are easily sellable on online auction sites.

"We are counting stuff every day," he said. "Since our guitars are serialized, in most cases, we know the same day what is gone. We are searching (online auctions) specifically for that item. It is easy to plug in the model number and get hits on it." **SDN**