

Twickenham Rugby Stores benefit from ESPlus tagging system

ESPlus's Davos tagging system has been installed to protect high value gifts, fashion items, souvenirs and sporting memorabilia at Twickenham Stadium the home of England Rugby.

The advanced Swiss-made EAS technology has been fitted at four Rugby Store locations at the world-famous stadium, as well as at a fifth store in Twickenham town centre.

Retail Operations Manager Wendy Pocock says the ESPlus system was chosen for the flagship South Stand Rugby Store, which opened just ahead of the new season, because of its successful track record in operation over a number of years.

"We're a destination store and for many Rugby enthusiasts buying some official England merchandise or a souvenir is one of the highlights of a visit to Twickenham. We carry a wide range of stock, some of it high value, so security is always an important consideration." On match days all the stores can become very busy, so the reliability and ease-of-use was a vital consideration in selecting the ESPlus system.

The tags – both hard and soft - are suitable for protecting a wide range of stock items. They are highly secure but can be quickly be deactivated by checkout staff. At the newly opened store the checkout counter was specially designed to house the de-tagging unit, fitting in well with the store aesthetics.

"A neat design is really important in high-value retail environments like this," says Dave Abberley, Director of ESPlus. "At the store entrances the Davos pedestals are mounted with graphic boards, allowing high-impact displays to be created and enhancing the shoppers' experience without compromising security."

The solid steel pedestals can be used with both disposable and re-usable tags, so are suitable for a wide range of retail security projects. Where required a one-piece transparent acrylic panel mounted vertically between the pedestal crossbars also provides a chance to attach advertisements and other notices, while preventing children from climbing on the antenna.

This well-engineered hardware will stand up to the type of wear and tear levels associated with busy retail environments, a benefit which has attracted a wide range of retailers to chose the Davos system, ranging from national DIY chains to boutiques, electrical outlets and bookshops..

The system can also be upgraded to operate as part of the Agonet network, giving additional benefits to the retailer.

Standalone Davos units, interconnected using Agonet,



allow data to be gathered and analysed centrally. This information can be transferred in a variety of ways, such as via a LAN/WAN (local/wide area) IP network, or using an intranet, the internet, a phone line or GSM wireless mobile system.

Engineers can also use Agonet for remote fault diagnostics, as well as analysing alarm activation reports to check on equipment operation without needing to physically visit the site.

The PC software can be configured for various user levels and our customers can also use it to analyse shoppers' frequency data and help maximise footfall information in their stores.



www.esplus.co.uk

ESPlus, 1 Maple Industrial Estate,
Maple Way, Feltham, Middlesex, TW13 7AW

020 8818 6944

esp
www.esplus.co.uk