

LA DARLING

REDEFINE. RETHINK. RETAIL SOLUTIONS.



How LA Darling Helped Walmart Improve Security Showcases and Reduce Theft

CASE STUDY



Maintaining the security of locked sales floor cases is a daily imperative for Walmart. So when the retail giant saw a surge in showcase security breaches, it turned to trusted supplier LA Darling for help.

The Walmart-LA Darling collaboration led to an innovative security showcase design that has ultimately reduced theft, improved the shopper experience, and demonstrated to the managers of individual Walmart stores that the Walmart Home Office responds effectively to their needs.

CHALLENGE

How to provide effective security showcases for small, high-value items and prevent the “negative ripple effect” that comes with theft

Walmart stores around the country were experiencing an increase in break-ins and theft from locked display cases designed to hold small, high-value items.

The need to remedy this problem was urgent in more ways than one. “These security case breaches have a negative ripple effect that goes way beyond the theft itself,” explains Walmart asset protection manager Alex Bell. **More specifically, they can lead to:**

An increase in shrinkage and financial losses.

Walmart carries many of these small items in large quantities, so the potential losses from theft can be significant.

A rise in customer dissatisfaction. If displayed products are not actually in stock because of theft, that hurts the customer experience and can lead to shoppers purchasing items elsewhere.

A loss of trust by store management. “When we provide security showcases to our stores and they fail, it hurts the trust that store management has with the Walmart Home Office,” says Bell.

Additional time, labor, expense. Responding to store theft requires a series of time-consuming steps to adjust inventory and ship new products to stores.



“THESE SECURITY CASE BREACHES HAVE A NEGATIVE RIPPLE EFFECT THAT GOES WAY BEYOND THE THEFT ITSELF”

SOLUTION

An efficient, iterative process and an innovative approach for designing an effective security showcase

To remedy the problem, Walmart reached out to LA Darling and several other security fixture manufacturers. After a trial period that involved the manufacturers providing multiple versions of security showcases, Walmart selected LA Darling.

The next phase involved a more in-depth—and challenging—process and demanded the following:

Intense collaboration. Bell says that what followed was a productive back-and-forth effort between Walmart and LA Darling. “Each time we identified a potential point of failure, LA Darling responded with a new sample that rectified it.”

Innovation. A crucial part of the solution was an alternative to conventional sliding doors. LA Darling introduced a different design approach for accessing the security case, and it ultimately withstood Walmart’s destruction testing.

Speed. “LA Darling helped move the process along quickly,” says Bell, “which was critical because our stores were seeing security breaches daily.”



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RESULTS

A reduction in theft, a better shopping experience, and satisfied store management

According to Bell, "By working with LA Darling, we were able to provide our stores with exceptional security fixtures to protect their merchandise."

And with those fixtures now in stores around the country, Bell says the results have led to:

Improved theft prevention. The new security cases are less vulnerable to break-in and theft. Consequently, daily security breaches have dropped dramatically.

Increased customer satisfaction and less shopper friction. Customers can enjoy a better shopping experience with products in stock rather than missing from theft. In fact, thanks to the case's design, authorized employees can access items more conveniently, which gets products to the customer faster.

Strengthened relationships between Walmart's Home Office and individual store management.

The effectiveness of the security cases also showed store managers that the Walmart Home Office listened to their input and took steps to address their problems in a timely manner.

"I WOULD DEFINITELY RECOMMEND LA DARLING TO ANYONE WHO HAS SECURITY FIXTURE NEEDS."



The company is willing to take chances and is adaptable to redesign when the need arises. They're a trusted partner and are integral to the work that we do."

— Alex Bell, Asset Protection Manager, Walmart Inc.



If you'd like to improve the performance of your security fixtures, reach out to LA Darling today to start a conversation!

CONTACT US

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