

Lose the Case, Not the Game

The main theft suspect in the game department is no longer the teenager stealing for thrills. It is the well-dressed, middle-aged, professional thief that causes the largest increase to a retailer's inventory loss. Professional thieves are pocketing millions of dollars of games and movies each year.

Retailers know that customers want to be able to view the back of the game and movie case for the important details, but how do they do this without risking product loss?

Many retailers have tried the approach of locking product behind glass display cases. This is a deterrent to both thieves and actual customers. How many times have you stood at a glass case waiting for a store associate to open the case, and then have the associate walk off and wait on another store guest? Why even lock the product up?



Another approach that retailers use is to open an actual product case, remove the disk, and put it on the sales floor. The retailer then shows only a limited number of cases on display. Each case that is opened is sold for a reduced price...if they can actually find the disk that should go back into the case...thus reducing profit margins.

Solution

Promotional Arts supplies retailers with exact replicas of game and movie cases. These empty cases have a "Display Only" disclaimer on the front of the case and also on the back in place of the UPC code. This case can then be placed on the sales floor with the actual product safely held behind the cash wrap. Retailers are able to have multiple cases on display on shelves and in product standees throughout the store, thus increasing the customer's perception of actual inventory.

Display cases are usually shipped direct to stores at least one week prior to actual product release. This extra time allows the stores to merchandise product and to create customer excitement about upcoming releases. By replacing the UPC code with the "Display Only" message, the empty cases can not be scanned for purchase or for inventory counts.

Effective

One of the major retailers that use the display case program is Toys "R" Us. They have been using display cases for over three years. The program has provided a significant reduction in shrinkage and allowed for a more consistent presentation throughout the game area.

Toys "R" Us has seen such a dramatic decrease in shrink in the video game department that they have now expanded the program to the movie department and use Promotional Arts to manage many of their vendor promotions.

Strength

Promotional Arts has built its strong reputation within the entertainment industry through 25-plus years of experience. The ability to produce over 300,000 display cases per day allows Promotional Arts the flexibility to meet the needs of multiple retailers.

The management team works with each retailer, publisher, and studio with the individual attention they deserve.

Promotional Arts manages many of their clients programs, including pre-sell promotions and special merchandisers. This allows the retailers the ease of knowing that they only need to contact one person for details, instead of multiple companies.

Unique

Promotional Arts has been approved to produce a display case for the new handheld system, PSP. This case is used for PSP games and PSP movies. This exciting announcement led Promotional Arts to have the only automated machinery created for fulfillment of the PSP case.

Promotional Arts is the only company that has the contracts and the reputation throughout the industry to be provided highly sensitive artwork prior to product release.

These are some of the few items that have made Promotional Arts a truly unique company providing their clients with unique service.

For more information on how Promotional Arts can assist your company, please call 866-386-BOXX or visit www.promotionalarts.com.