

PRESS RELEASE FOR IMMEDIATE RELEASE

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## **Shoplifters Beware!**

Nelson retailers shared top tips on reducing theft at a workshop hosted by the Nelson Tasman Chamber of Commerce on Tuesday night. Presenter Craig Bidios of FearFree shared the perspective from the thief and shop floor and gave ten top tips for protecting your staff and assets (these can be viewed at <http://www.fearfree.co.nz/pages/8/training>)

“These tips on reducing shop theft mean retailers are able to stop thefts before they occur and protect both their staff and profits. Simple steps, such as greeting all customers when they enter and exit your store, can make a big difference. Implementing excellent customer service is great for honest customers as well as effective in deterring the tiny minority who aren’t” Dot Kettle, Chief Executive of the Nelson Tasman Chamber of Commerce said.

As we approach the busy summer period retailers need to be on guard to ensure they minimize the risk of shop theft as it is estimated that \$600 million is lost each year in shoplifting.

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