

## FOR IMMEDIATE RELEASE – October 2, 2009

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### Protect Your Business From Holiday Crime

It is known as “the most wonderful time of the year,” yet statistics indicate that the holiday season is a popular time for crime, especially for businesses. Increased inventory and decreased hours of operation make it easier for burglars to get access to your building and goods.

According to the FBI, over 30 percent of businesses will experience a burglary this year, which averages about 1 in 3 businesses. The holiday season can be an especially dangerous time for burglaries as well as shoplifting, which tends to peak around this time. Shoplifting is estimated to account for between 30-40 percent of a retailer’s lost profit and only about 2 percent of these losses are ever recovered (*Jack Hayes International, Inc survey*).

This year, take the time to install a few simple security features around your business property. This will help protect your inventory and employees. There are many quick and affordable solutions for securing one’s business during the holiday season. By simply improving existing security features and adding a few new ones you can protect yourself from being targeted before and after the holidays.

Raj Jain, founder and president of SVAT Electronics, recommends using the following tools to protect against theft, vandalism and property damage this season:

1. Motion lights are relatively inexpensive and popular because they can fool burglars into thinking that someone is there when in fact the building is empty. They illuminate large outdoor areas when movement is detected which can scare away potential intruders before they get too close to your business.
2. If you recently moved your business to a new location, updating your locks immediately increases the security of your property. This prevents previous owners from using their old keys to access all your goods. Consider upgrading to deadbolt locks, which can be found at any hardware store for around \$20 and up to \$300 for more advanced models. Electronic locks are another option and with Black & Decker’s line, you can lock and unlock doors from your smart phone or remote control ([www.bdhhi.com](http://www.bdhhi.com)).
3. Business owners interested in keeping a constant watch of their property should consider do-it-yourself video monitoring. DIY security offers quick setup that you can do yourself and has no monthly fees, which saves holiday time and money. Defender’s SENTINEL11 is an all-in-one security package that includes a recording unit (DVR) in a stylish 15” LCD monitor ([www.defender-usa.com](http://www.defender-usa.com)). Four included night vision surveillance cameras can detect intruders within 15ft of your business at night. You can also access video footage from your smart phone

or any computer with an Internet connection. If you are worried about your business while you are at home or on vacation, an update is only a click away.

Be proactive about securing your business this season. Look for identification on delivery personnel and keep inventory well-organized. Also keep in mind that after Christmas, you are not in the clear as burglary rates spike in January (*Los Angeles Police Department*). Continue to use your security features so you can stay protected the rest of the year.

The holiday season is a great time to think about your property's security needs. For more tips on securing your business during the holidays, visit [www.defendercollege.com](http://www.defendercollege.com).