



Panasonic helps to make JUMBO stores safer / Netherlands

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Jumbo Ten Brink Food Stores in the Netherlands installed Panasonic security cameras and a facial recognition server as part of their commitment to their 'zero tolerance shoplifting policy.'

### - Challenge

To improve safety and security measures in Jumbo Ten Brink stores and reduce the amount of shoplifting taking place.

### - Solution

Jumbo Ten Brink Food installed 80 Panasonic cameras and a facial recognition system (connected only to the cameras of the store entrance) as the foundation of their security system.

“ Thanks to the Panasonic face server, Jumbo has been proclaimed the safest store in the Netherlands. ”

Edwin Ten Brink- Founder of Jumbo Ten Brink Stores





Ten Brink Food is a multi franchiser at Jumbo Supermarkets, the second largest supermarket chain in the Netherlands\*. Committed to providing a great store experience, Jumbo guarantees seven requirements it will fulfil on every visit, these include price matching and listening to customer feedback.

Security is therefore an important consideration to Jumbo to ensure it can provide the best quality customer service. Jumbo introduced the face server into their store environment in March 2017 after discovering that almost 80% of shoplifting took place via large shopping bags. They have also installed 80 Panasonic cameras, which helped them to win the award for the 'Safest store in the Netherlands.'

"In general, our new camera system has made us much more aware," says Edwin Ten Brink, founder of Jumbo Ten Brink Food stores. We have noticed that the majority of thefts happen through hiding items in big shopping bags. Therefore, we ask at both the entrance of the store and at the cash registers for customers to present their bags opened and ready for inspection."

"Safety within the store is important, we strive to give our customers an enjoyable shopping experience," explains Edwin Ten Brink. "Additionally, as an employer we have a duty to provide our employees with a safe working environment. Of course, shop theft within supermarkets are inevitable however, we try to make our store as safe as possible." Previously recognised by the National Institute of Standards Technology (NIST) as the most accurate on the market, the Panasonic's face server identifies faces that are ordinarily difficult to recognise with conventional techniques, such as those taken from an angle of up to 45 degrees to the left or right or 30 degrees up or down. It also maintains a 90% accuracy rate when detecting faces that are partially hidden by sunglasses or face masks.

If people are caught stealing, their image remains on the database and the moment that customer attempts to re-enter the store, an internal alarm is triggered, allowing Jumbo to take appropriate action. The face server provides a real-time processing capacity of up to 20 cameras per server and can execute high-speed searches of up to 30,000 registered reference faces.

Jumbo considered all aspects of their overall security when designing the store to ensure it was as safe as possible. "We also have bio-metric finger scanning in place for employees, granting them access to specific rooms in the building, which is determined by their job role. From 2017 we have a zero-tolerance policy towards shoplifting which means that we always check camera images with a security officer," explains Edwin.

\* The Panasonic pilot described is an independent initiative of Ten Brink Food.



If any incidents occur Jumbo works closely with the police service to allow them to react quickly. "They also provide useful tips and they also help us at the Public Prosecution Service."

"Our payment system at the checkout is equipped with safe-pay payment terminals, ensuring that the cashier can return cash to customers via the machine. Our employees also have to regularly change their passwords and when they use mobile applications they require authorisation or verification."

As a result of the combined security measures, Jumbo were able to win the award for the 'Safest store in the Netherlands' but they have also helped the business reputation in general. "I advise other entrepreneurs to invest in security," says Edwin. "I recently witnessed a customer who left the shop and said that she felt comfortable to take her child along again, because we provide a safe environment. Safety provides comfort to the customer, and that is important."

For more information on Panasonic Security Face Detection, please visit:

<https://business.panasonic.co.uk/security-solutions/face-detection-software>

## Video: Jumbo proclaimed safest store in the Netherlands thanks to face matching

<https://youtu.be/BB4SJLQ82Ps>

## Product used in this application

### **WV-ASF950**

Facial Recognition Server Software

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