



How JD Sports make their shift exit process less embarrassing for staff, whilst simultaneously increasing their number of searches...

“The Thruvision not only operates to deter theft and speed up the shift exit process, but it allows us to show our staff respect.”

Tim Edwards, Group Profit Protection Director, JD Sports Fashion Plc

Main distribution center targeted by thieves

JD Sports Fashion plc, more commonly known as just JD Sports, is a sports-fashion retail company based in Bury, Greater Manchester, England with 385 shops throughout the United Kingdom and Republic of Ireland, 213 across Europe and 12 in the Asia Pacific region. It is listed on the London Stock Exchange and is a constituent of the FTSE 250 Index. It is a subsidiary of the Pentland Group.

The main JD Sports' Distribution Center in Rochdale is a target for internal theft. To mitigate this problem the business operated metal detectors, search procedures and RF wands.

However, each search took around 1 minute. And with personnel eager to exit the premises, following completion of their shifts (even though they were still being paid for their time until leaving), this meant a frustrated workforce and frustrated Loss Prevention Department.

Staff wanted to just “go home.” As a result, Security had inadequate time to check a sufficiently high number of employees for the checks to act as a proper deterrent to thefts. And thieves were become emboldened, owing to the slim chance of being caught.

Thruvision solution tested on-site

Tim Edwards first became aware of the Thruvision product at the Retail Risk – London conference in 2018. He then championed the introduction of the technology himself.

The business had previously considered security screening staff when they leave the premises. However, the only similar options were airport type scanners, which were considered overkill in terms of their complexity and cost. In addition, they would not necessarily have achieved the speeding up of the search process. Actually, they could have made it longer.

The key drivers were showing the employees greater respect, to make the search process less impersonal and intrusive and to speed up the exit process.

The business is not unionized. However, there is a very influential Employees Council with Board members actively promoting its cause. Consultation was had over the need to deter internal theft and the Council was supportive of the initiative, especially as it speeded up the exit times for their members.

Practical issues had to be addressed with the Distribution Director, such as where the Thruvision would be sited and how would power be got there, and so forth. However, that was all simple stuff.

“It was obvious, from the get-go, what the system had to offer.”

The product was demonstrated over a day or so. It was felt that it proved its worth in this time. It was clear from the get-go what the system had to offer, with staff and security staff being happy at its obvious benefits.

Initially people thought the system used X Rays, to which repeated exposure can be harmful. So, there was a Health & Safety concern. However, this concern was easily dispelled because there are no harmful effects associated with the passive terahertz technology used in the Thruvision.

What was the ROI?

In terms of ROI, arguably there has been some saving in costs because of a reduced need for security personnel “on the exit door.” However, this was not the main motivation for the capital expenditure involved.

The key drivers were showing the employees greater respect, to make the search process less impersonal and intrusive and, most importantly, to speed up the exit process whilst simultaneously increasing the number of searches and so the deterrent factor.

Would you recommend Thruvision?

“I like it. It is working. It is good solution. The Thruvision not only operates to deter theft and speed up the shift exit process, but it allows us to show our staff respect they deserve. I would not hesitate to recommend to the business the same solution, were we to see a need.”

Tim Edwards, Group Profit Protection Director
JD Sports Fashion Plc

About Thruvision

Thruvision is the leading provider of next-generation people-screening technology. Using patented passive terahertz technology, Thruvision is uniquely capable of detecting metallic and non-metallic threats including weapons, explosives and contraband items that are hidden under clothing, at distances up to 25ft. Addressing the growing need for fast, safe and effective security, Thruvision has been vetted and approved by the US Transportation Security Administration. More than 200 units have been deployed worldwide over the last five years for applications including mass transit and aviation security, facilities and public area protection, customs and border control and supply chain loss prevention. Thruvision has offices in Washington DC and near Oxford, England.

Learn More - Contact Thruvision today

To learn how Thruvision’s breakthrough passive terahertz technology can reduce employee theft, inventory shrinkage and maintain employee productivity, visit [www.thruvision.com/loss prevention](http://www.thruvision.com/loss-prevention) today or contact:

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