



# Cooling the Risk of Hot Products

A One-Day Seminar on Managing Retail Shrinkage

Tuesday 18th May 2010  
Sheraton Hotel, Brussels Airport, Belgium

## PURPOSE

### *This innovative workshop will provide:*

Access to some of the latest academic research on hot products

New insights on what the top 50 hot products are in Europe

An opportunity to benchmark your hot product lists against other retailers in Europe

Access to the latest thinking on how to effectively measure hot products

New insights on better practice in how to communicate hot product information throughout your business

A chance to learn from unique retailer-case studies on how to reduce the risk of hot products

An opportunity to take part in a hands-on workshop focussed on how to reduce the risk to some of the hottest products in Europe

Practical feedback on new insights and ideas

*Places are  
strictly limited!*

The workshop will cost  
ECR Europe member: 200 €  
Non ECR Europe member: 300 €  
(including all refreshments, lunch and  
information pack)

For early registration and further  
details please visit:  
[www.shrinkage.ecr-all.org](http://www.shrinkage.ecr-all.org)  
or contact:  
[ecr@ecreurope.com](mailto:ecr@ecreurope.com)



ECR Europe Shrinkage Group  
SUPPORTED BY **Checkpoint**

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## BACKGROUND

Shrinkage is a \$235 billion global problem with retailers spending a further \$46 billion trying to solve the problem.

Most retailers know that shrinkage affects some products more than others – the hot products that are most vulnerable to being stolen, damaged or going out of date as they move through retail supply chains.

Current approaches tend to be piecemeal and partial and often negatively impact upon the shopper experience.

## OUTLINE PROGRAM

- Understanding and Identifying Hot Products
- Measuring and Communicating Hot Products in the Retail Business
- Retailer Case Studies on Managing the Risk of Hot Products
- Interactive Workshop: Getting to Grips with the Hottest Products

## Agenda

09:30 *Coffee and Registration*

10:00 **Introduction: The ECR Europe Shrinkage Seminar Series**

**John Fonteijn**, Retailer Co-Chair, ECR Europe Shrinkage Project, Head of Group Asset Protection, **Ahold and Colin Peacock**, Manufacturer Co-Chair, ECR Europe Shrinkage Project, Director, Brand Protection and On Shelf Availability, **P&G**.

10:15 **Understanding and Identifying Hot Products: The Top 50 Hot Products in Europe**

*An interactive session presented by* **Adrian Beck**, Head of the Department of Criminology, **University of Leicester**, UK

11:00 *Refreshment Break*

11:30 **How to Measure Hot Products in the Supply Chain: A Best Buy Case Study**

Loss Prevention Department, **Best Buy**.

12.15 *Lunch*

13.15 **Introduction to Hot Product Interactive Session**

**Adrian Beck**, Head of the Department of Criminology, **University of Leicester**, UK

13.30 **Reducing Shrink on Hot Products: A Shared Responsibility**

**Wybren Vlaskamp**, Head of Security Central Europe, **AS Watson Group**  
**Hans-Jürgen Koot**, Director of Shared Services, **L'Oréal**.

14.00 **Protecting Risky Products: Using Hot Product Controllers**

**Matthew Dyball**, **Lodge Services**, South Africa

14:30 **Workshop: Reducing the Risk on the Hottest Products in Europe**

Participants will be allocated to working groups to discuss how best to protect particular product categories against shrinkage, focussing on:

- Designing out shrinkage through product design and packaging
- Making changes to processes and procedures
- Using technologies/protection devices

15:45 *Workshop Feedback*

16:00 *Close*