



CHALLENGE:

The Gilder Shop: Coins & Stamps in Tampa, FL, experienced two identical two break-ins within a three week period. Thieves cut through the shop's roof, thereby circumventing the conventional name-brand alarm system. They made out with a total of \$8,000 in non-traceable merchandise. Owner John Frost began sleeping in the shop.

SOLUTION:

The Gilder Shop: Coins & Stamps added a Sonitrol verified intrusion alarm that uses audio-based technology, rather than motion sensors, to detect break-ins. Shortly after installing the system, the thieves came back for a third visit. This time, Sonitrol monitoring professionals heard the sounds on the roof and immediately dispatched police, who apprehended the thief before he was able to get.

The Gilder Shop: Coins & Stamps

Keeping out collectors of a different sort

Challenge

John Frost, owner of The Gilder Shop: Coins & Stamps, had a problem: He couldn't catch a good night's sleep. But then sleeping in your place of business will do that to a man.

"I began sleeping at my business in case they returned," said Frost, referring to the thieves that had robbed his store twice in a three week period.

Each time, his name-brand security system failed him. Each time, the thieves cut through his roof, lowered an accomplice into the facility, and made off with over \$4000 in non-traceable inventory. Each time, the thieves were long gone by the time the police arrived. And each time, the insurance company would not cover his losses.

The security system employed motion detectors, so by cutting through the roof, the thieves were able to circumvent the detectors until they were actually inside the

store. Once inside, they grabbed what they wanted, were lifted up through the roof, then got away.

Solution

After the break-ins, someone recommended that Frost look into Sonitrol, so he decided to give us a call. A Sonitrol security consultant came to the store and designed a comprehensive system that incorporated Sonitrol's unique verified audio alarm sensors, which are designed to detect any type of unusual activity, including someone trying to come through the roof.

Once the new system was installed, the security consultant notified the Sonitrol Monitoring Center about the customer's recent history, noting that the customer had been robbed twice after 2:00 am. The Monitoring Center "flagged" The Gilder Shop: Coins & Stamps account so the monitoring professionals assigned to the account knew to be especially vigilant. Feeling confident, Frost went back to sleeping at his home.

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FACTS TO CONSIDER:

- ❑ Police respond to 38 million alarm activations per year*
- ❑ 94 - 98% of alarm activations are false*
- ❑ The average police response time to a Sonitrol alarm is 7 minutes
- ❑ Sonitrol initiates an apprehension every 90 minutes on average
- ❑ Sonitrol has assisted law enforcement in apprehending 156,000 criminals since 1977

Source:
* United States Department of Justice



The Gilder Shop: Coins & Stamps: continued

Several weeks later, Sonitrol contacted Frost at his home to tell him that the Tampa Police Department had arrested a thief trying to cut through the roof. The Sonitrol employee monitoring the account heard a strange sound and immediately notified the police, who apprehended the suspect before he even entered the facility. Better still, he "rolled over" on his accomplices who had managed to flee the scene, unraveling an elaborate criminal operation.

"The system more than paid for itself that night, and I started sleeping a lot better," said Frost.

The Sonitrol Difference

How effective is Sonitrol's verified audio intrusion alarm? The numbers speak for themselves. Sonitrol has assisted authorities in the apprehension of over 156,000 criminals since 1977; that's one apprehension every 90 minutes. Sonitrol is synonymous with rapid police response times because they trust Sonitrol. The police know that when Sonitrol calls for a dispatch, the likelihood of catching the bad-guy goes up considerably.

While conventional systems have a false alarm rate of 98%, Sonitrol is well known for its low rate of false alarms and false dispatches. In fact, Sonitrol will help pay the fines for false alarms with its "False Alarm Guarantee." Sonitrol also offers a \$5,000 Performance Warranty, where it will pay for the first \$5,000 of any loss if a forced entry is not detected and the proper authorities are not notified.

Combined with the company's Satisfaction and Service Guarantees, Sonitrol offers complete protection of your assets, and your security investment.

Contact Sonitrol Today

For over 40 years, Sonitrol has been the leader in verified electronic security. Don't get caught off guard. www.sonitrol.com

False Alarm Fine Guarantee –

If you receive a false alarm fine, dispatched by Sonitrol and not caused by your personnel, Sonitrol will assist in canceling the fee or credit your account for the fine.



Intrusion Alarm | Access Control | Video Surveillance | Fire Detection

