

BEER DISTRIBUTOR POWERS-UP SECURITY TO TAKE THIEVES DOWN.



THE PROBLEM

Budweiser of Spartanburg, SC, was experiencing a series of break-ins at night, resulting in stolen beer, damage to the premises, and vandalized trucks. Existing security cameras were ineffective, and hiring guards to monitor the 20-acre site was cost-prohibitive.

The potential liability associated with thefts of alcoholic beverages, as well as the expense of vehicle and property repairs, led the distributor to seek an affordable, proven solution to stop these incidents before they escalated.



THE SOLUTION

At the suggestion of a local law enforcement officer, facility manager Lamar Richardson contacted AMAROK for an on-site threat analysis. After a thorough evaluation and threat assessment, he selected the Electric Guard Dog™ solar fence system.

Richardson was impressed by the Electric Guard Dog system's ability to deter criminals with 7,000 volts of electricity, as well as the integrated alarm system included with the fence. He also liked AMAROK's business model, with installation, full maintenance and liability coverage for the system (something Budweiser's insurance carrier appreciated, as well).



THE RESULTS

After AMAROK installed the new system at Budweiser, break-ins ceased immediately. According to Richardson, "We have had no problems since our installation. It has 100% stopped theft."



THE BENEFITS

By eliminating break-ins, AMAROK's Electric Guard Dog solar security fence system has saved Budweiser the expenses associated with loss of product, damage to property and equipment, and increases to insurance premiums from ongoing claims.

Equally important, the system now provides peace of mind for their drivers who load trucks, because they know they won't be surprised by trespassers. The company's management also appreciates knowing their employees are safe.

"7,000 volts of electricity is a deterrent for most people. Even if somebody manages to get through it, before they can actually get away with anything, we are already alerted. It is tied into our alarm system, and they call the police."

— LAMAR RICHARDSON, Local Manager, Budweiser of Spartanburg, SC