



**AMAROK**  
ULTIMATE PERIMETER SECURITY

Formerly Known as Electric Guard Dog

**UniFirst**

Uniforms Services Solutions

**13059 41<sup>st</sup> Ave NE**  
**Marysville, Washington 98271**

**Project Sponsor**

Jeremy Hart, General Manager  
UniFirst Corporation

**Prevent Further  
Theft from  
Occurring Onsite  
by Securing the  
Perimeter with an  
Electric Fence**

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## IMPACTED BUSINESS/FUNCTIONS

Profitability, Reputation, Security Operations

## STRATEGY SUPPORTED

Stop criminals from continuing to break into the site by protecting assets with an electric fence.

## PROBLEMS/OPPORTUNITIES

Past Theft	
Number of Thefts	4
Average Occurrence	\$ 10,000.00
Hours Spent Investigating each Occurrence	37
Loaded Hourly Wage	\$ 23.00
<b>Annual Theft Cost</b>	<b>\$ 43,404.00</b>



- UniFirst has become the victim of frequent break-ins at its Marysville location. Criminals are breaking into the property every few months to damage trucks while stealing assets such as catalytic converters and fuel. While trucks are down, \$500 per week is spent on rental trucks in order to keep up with operations.
- Truck parts such as catalytic converters, batteries, wheels, tires, and exhaust systems are hot ticket items for thieves. Often criminals do more damage removing these assets from the trucks than they are worth due to the carelessness of their craft. Catalytic converter theft alone has risen by 425% nationally over the past year.
- The cost of stolen assets is not the only loss that occurs after a break-in. The National Insurance Crime Bureau estimates that 37 hours of labor costs are spent on average dealing with one incident of theft. This includes taking inventory, police reports, investigating, repairing fence cuts, and other nonrevenue generating tasks.
- Allowing theft to escalate can cause substantial financial and operational losses for UniFirst. Criminals are stealing several converters at a time currently, and having the entire fleet hit would be a disaster. This would lead to substantial revenue losses and damaged customer relationships as downtime delays deliveries.

## BENEFITS with AMAROK

- Rest easy knowing that critical business assets are safe and secure onsite 24/7.
- Invest in a security measure that is designed to keep criminals from even attempting to access the site.
- Avoid the hassle and financial losses of having to deal with ongoing theft and break-ins.

## RISKS without AMAROK

- Put the reputation and profitability of UniFirst in the hands of criminals accessing the site.
- Operate at the same level of security, which has shown to be ineffective at preventing theft.
- Continue experiencing break-ins as the site is hit without adequate perimeter security.

