



CASE STUDY

FOR IMMEDIATE RELEASE

HELPING THE HELPERS: DAHUA TECHNOLOGY USA PROVIDES SECURITY SOLUTION FOR LOCAL CHARITY THRIFT STORE

Bunni Ickes, store manager of Upscale Resale, was so determined to stop shoplifting that she purchased fake plastic surveillance cameras in an attempt to discourage thieves.

Upscale Resale is a thrift store operated by South County Outreach, a charitable organization that helps local low-income families. Operating Upscale Resale comes with the challenges of nonprofit management, particularly budgetary restraints. Ickes thought that the fake surveillance cameras were the only long-term solution to intimidate shoplifters, as the store did not have the funds to purchase a total security solution.

This is where Dahua Technology stepped in to help.

Challenge

Upscale Resale is a thrift store in Laguna Hills, California that is operated by South County Outreach, a charitable organization that maintains a Food Pantry, low-income housing, and other programs for people in need in the areas surrounding Dahua Technology USA headquarters.

Though tucked in a commercial plaza, Upscale Resale continues to draw brisk business of patrons looking for treasures among the clothing, jewelry, household and kids' items donated by the public and then sold to benefit South County Outreach.

Bunni Ickes, store manager for 10 years, and her largely volunteer-based staff, keep busy sorting through donations, cleaning and pricing merchandise, restocking shelves, and attending to the many customers that frequent the store each day.

Although it supports a worthy charitable organization, Upscale Resale experiences some of the same problems as for-profit stores—and that is theft. "For the past ten years we have had absolutely no security system to guard against shoplifting, tag changing, or cash register problems," said Ickes.

Solution

After establishing its U.S. corporate offices in Irvine, California, Dahua Technology teamed up with South County Outreach and immediately began looking at ways for its staff to get involved. Dahua's rich history of giving back to the local community most recently includes organizing a food drive, donating backpacks for a Back to School event, volunteerism, and holiday giving programs.

Dahua also learned about the need for a video surveillance system at Upscale Resale and responded by donating a total security solution to the thrift store. In addition, Ric Foresta, owner of CRB Security Solutions, an Authorized Dahua Dealer, stepped up by offering to install the system free of cost.

CRB technician Martin Granados installed four Dahua Technology IP mini domes with 2.8mm lens, an 8-channel NVO with PoE, a 4TB drive, and a video monitor.

“I always have a positive experience when installing Dahua Technology products as the process is easy and efficient. I’m confident that Dahua will provide Upscale Resale the high-quality security assurance that it needs,” said Foresta.

Benefits

In the past, Upscale Resale employees simply had to trust their instincts about shoplifters’ behavior. After the system installation, they can be more aware of activity in the entire store. Additionally, the system provides visual protection when the store is closed, giving the employees peace of mind.

“Dahua has provided a high-caliber system we never could have afforded to add. My staff is truly impressed with the quality of the pictures as well as the placement and look of the cameras. We are so grateful to Dahua and look forward to continuing our partnership,” said Ickes.

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Photos:



Store manager Bunni Ickes and CRB owner Ric Foresta



Dahua security solution monitors Upscale Resale store



CRB technician Martin Granados installs Dahua IP mini dome cameras



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