



Jewelry Businesses

As an owner, manager, or employee of a jewelry wholesaler, manufacturer, or other nonretail jewelry business, you may be less vulnerable to robbery and theft at your business location than your colleagues in the retail jewelry market who depend on easy access for the general public. However, robbery, burglary, and employee theft continue to be real threats, resulting in significant losses when they occur. Maintaining your security systems and practicing sound security procedures will help minimize losses, keep your insurance rates down, and improve your bottom line.

Meet with a detective from your local police department and discuss the crime risks facing your business. Share information and statistics from Jewelers Mutual and Jewelers' Security Alliance. Ask for the detective's advice and assistance.

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If you travel with jewelry, you face the highest security threat because you do not work in a permanent, secure location. This guide includes a separate section for those who transport jewelry... whether to a retail store, customers, post office, shipper, or other destination.

Burglary

- Install a **burglary-resistant safe/vault** that is listed by Underwriters Laboratories (UL). The value of the materials that you will store in the safe or vault determines the quality of safe/vault to purchase. Contact your insurance agent for input before making a purchase.
- Install and maintain a **burglar alarm** system that is certified by UL. Contact your insurance agent for input.
- Make sure that your entire **burglar alarm system is maintained properly and serviced on a regular basis**. Test your motion detectors daily by checking the light indicators. Make sure your motion detectors provide the proper protection and are placed low enough to detect intruders.
- Some businesses should consider using **two separate and independent burglar alarm companies**: one company for premises protection, and the other for safe, vault, and other interior alarms. Ask your insurance agent for input.
- Install the **control unit for your alarm system** within a motion detector's field of protection.
- Physically examine your business **phone line** if it is used to transmit your alarm signals. Is it easily identified and accessible? If it is, find out if the line can be changed or if access to it can be limited. Remove any tag or label that indicates the purpose of the phone line.
- Install **surveillance equipment**: either a closed-circuit television with a recorder or surveillance cameras with recording capability. Continuous recording is preferred over time-delay systems. Consider recording 24 hours a day.
- **Digital systems** are easier to use, especially for 24-hour/day surveillance. Every month, view several short segments of the tape or disk to assure that the equipment is functioning correctly.
- If your surveillance equipment uses **tapes or disks**, store them for at least four weeks before re-using them. Replace tapes after re-recording 10-12 times.
- When closed, store as much **jewelry merchandise and materials for manufacturing as possible** in safes or vaults. Be sure to comply with the in-safe/vault percentage requirement stated in your insurance policy.
- Do not authorize your alarm company to approve **irregular openings** of your premises when you are closed without specific advance approval. If you must enter the premises during non-business hours, the most secure procedure is to register in person at your monitoring station. If this is not practical, arrange for your alarm company to supervise the openings and closings. This procedure requires that you use a pre-arranged pass code to open the business. Also, your alarm company should keep a log of the openings and closings.
- **Never take an alarm signal for granted** by assuming it is a false alarm. If your alarm system suddenly begins to malfunction, have the system checked by professionals. Don't be satisfied until they determine exactly what is wrong. If the system is not working, notify your alarm service company and check with your insurance company for directions. Jewelers Mutual will pay up to \$1,000 to hire a trained security guard in the unusual situation we require one due to alarm system failure. Professional burglars often sabotage alarms to observe your response or lull you into being lax about alarm malfunctions.

Fire

- Place **fire extinguishers** in easily accessible locations and maintain them as directed. Contact your local fire department for recommendations. Be sure all employees know where fire extinguishers are located and how to use them.
- Assure that all **flammable materials** are stored correctly and containers are inspected as directed. Check your lease and local ordinances to determine any requirements or restrictions. Assure that employees who use the flammable materials are well trained.
- Local ordinances may require a **sprinkler system**. The system should be maintained on a regular basis. Consider installing an alarm that indicates when the sprinklers have accidentally discharged.

Memo goods

- Keep a **detailed inventory** for memo goods.
- Conduct a thorough background check before entrusting jewelry to another jewelry dealer or retailer on **memo** or as a sale contingent on approval. Include a credit rating from Jewelers Board of Trade or other credit-rating organization, references, and a certificate of insurance.
- Have a **written agreement** about who is responsible for paying for shipping and insurance.

Robbery and theft

- Install **holdup buttons**, including the wireless type. Press a holdup button only when you are certain the robber has left your premises. Contact your local police to discuss how they should respond in an alarm situation.
- Install **surveillance equipment**: either a closed-circuit television with a recorder or surveillance camera with recording capability. Visible cameras serve as a robbery or theft deterrent. (See details in Burglar Section.)
- Install a **locked door system**, such as a buzzer system or an interlock system, sometimes referred to as a “man trap.” Comply with local safety ordinances, i.e., you may not restrict egress from your premises.
- **Opening and closing**
 - **Never open or close your premises alone**; someone should watch from a safe distance with a cell phone available to call for help if needed.
 - As soon as you enter the premises, **relock the door**. Keep the door locked at all times, admitting employees and visitors only with proper identification. Robbers sometimes dress as employees of delivery companies, such as UPS, Federal Express, or the Postal Service.
 - **At closing**, store as much jewelry merchandise and materials for manufacturing as possible in safes or vaults.
- Have regular **security meetings** with your employees.
- Train employees about how to **respond during an armed robbery**: cooperate completely, remain calm, strictly obey the robbers’ orders.
- Remind your staff to ask salespeople, delivery people, etc., for **proper identification** before giving them entry.
- Never **leave keys or the combination** to a safe or vault in an accessible place.
- **Avoid discussing jewelry business** in public where others may hear you.
- Implement internal security procedures that **limit access to high-value items** and materials, and track use of these materials.
- Install **metal detectors** to detect employee theft of precious metals.
- **Offices without lavatory facilities** face a significant risk if only one individual staffs the premises. You may have no insurance coverage when that individual leaves the premises to use a lavatory located in the office building, unless the employee sets the alarm and complies with the in-safe/vault warranties.
- **Beware of pretext phone calls**. If you, your family, or business associates receive a phone call—for example, from the police or alarm company—asking you to come to your business, get the caller’s name and telephone number. Tell the caller you will return the call immediately. Then check with the telephone company’s directory assistance or your own list to verify the phone number and identity of the caller. Do not leave your house or open your door until you have verified the caller’s identification. This could be an ambush.
- **Immediately report all suspicious activity** to the police and the Jewelers Security Alliance (JSA). JVC can assist you and the police in determining whether similar incidents have occurred in your area recently and perhaps identify thieves before your business is attacked.

Traveling with jewelry

The most effective weapon against professional jewelry thieves is to be constantly alert and pay strict attention to details. Organized thieves observe retail stores, waiting for someone to leave with a suitcase, briefcase, or boxes of jewelry. Then, the thieves follow the individual until there is an opportunity to attack.

Jewelers Mutual provides an interactive, online training course —***Danger on the Road, Traveling with Jewelry***—that includes important tips to significantly reduce your travel risk. This online course, available at JMUUniversity.com, is free to everyone in the jewelry industry.

General

- Maintain a detailed **inventory of merchandise** carried on the road. Keep one copy with the line and store a second copy in a separate, safe location.
- **Never leave your merchandise unattended**, including in an automobile or hotel room.
- Carry a fully charged **cell phone** with you at all times and use it to **check in with your family or office**, so they know where you are throughout the day.
- Carry a line that is **manageable**. You must be able to carry all of it with you—in one trip—into a restaurant, hotel or jewelry store.
- When you leave a store, **give the store manager your cell phone number** and ask him or her to watch you leave. If the store manager sees a car follow you, he or she should call you immediately and notify the police that you may be a victim of an armed robbery.
- Arrange to **leave your line at the last jewelry store you visit each day**. This will permit you to relax for the evening. Your line does not need to be kept in the store's safe or vault. To reassure the storeowner, you can provide a Gratuitous Bailee Waiver that relieves the storeowner of responsibility for your line. You may obtain a Gratuitous Bailee Waiver from JewelersMutual.com. (See page 5)
- Establish a **realistic plan** for each day that you are on the road. Resist the temptation to make a few more stops. You are most vulnerable when you are overly tired. Don't develop predictable patterns. Don't take the same airline every time. Vary your flight times. Don't stay at the same hotels every time.
- Handle all **travel arrangements very confidentially**. Never use the name of a jewelry firm when making reservations or arrangements. If you must notify customers in advance of your visit, never use a postcard to make appointments, never give the exact day or time of your arrival, and never let others know where you'll be staying.
- **Don't develop predictable driving patterns**; change your routes and departure and arrival times.
- Carry a fully charged **cellular phone** with you at all times, especially when driving.
- Equip your car with an **alarm** that is approved by your insurance company.
- Use special precautions when **approaching or leaving your car**. Walk completely around your car and inspect all locks, windows, door frames, tail lights and tires every time you have parked your car to determine if anyone has tampered with your car or pulled a lock to produce a duplicate key. Check for fluids under your car.
- Keep your **car in excellent working condition**.
- Learn how to **open your trunk from the inside** in case somebody locks you in the trunk.
- **Park** as close as possible to the jewelry store you visiting.
- Be very careful in **parking ramps and lots**.
- Be alert for someone **tailgating** your car. After every sales call, take **evasive driving action** such as driving slowly, speeding up, making left turns, driving around the block, to determine if you are being followed.
- **Assume you have been targeted** if you have a flat tire, a damaged radiator or become involved in a minor traffic accident or "car bumping." While driving to a safe location such as a police station, toll booth or gas station, call the police on your cellular phone.
- Keep a directory, preferably attached to your sun visor, with the **emergency phone numbers** of local police. Contact local authorities to determine whether 911 will work from your cell phone in that area.
- Purchase **"puncture-proof" or "run flat"** tires.
- **Rehearse what to say to a police dispatcher**. You must be concise and specific: "I believe that I am about to be the victim of an armed robbery."
- **Keep track of your location** so you can direct the police. Know the street or road names, cross streets and direction.
- If you travel to the same destinations repeatedly, take time to **find important locations**, such as the police department, banks, pay-at-the-pump gas stations, drive-through restaurants, and hotels/motels.
- Avoid becoming predictable by **alternating routes and store visit times**.

Driving

- Never leave your line in an unattended vehicle.
- If the vehicle has a **trunk**, use it. That's the safest place for the line when you are driving. Don't leave it on the seat.
- **Don't put personalized license plates** on your car.
- **Remove decals** from the dealership who sold you the car.

Traveling with jewelry

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- When you **rent a car**, write down the rental car's color, make, model and license number on an index card. Keep the information in a handy place, such as in the car's sun visor. If you feel that you are being followed, the police dispatcher will need that information.

Flying

- **Do not check your jewelry merchandise as baggage.** Always keep your line in your possession, even if you have to reduce the amount of samples so that you can carry your line with you in a special attaché case. Jewelry checked as baggage may not be covered by insurance. There is a very good reason airlines warn travelers not to check their valuables.
- At busy airports, contact security and request a **private security screening**. If that isn't possible, approach the airport security check point with caution. Do not place your line on the x-ray conveyor belt until the area is clear and no one can block you from walking through the metal detector to receive your screened line when it clears scanning on the other side. A common ploy involves one thief deliberately blocking you while his/her accomplice grabs your line as it comes off the belt.
- **Request an aisle seat.** Ask to board early when guests who need special handling are allowed to board. Store your line under the seat in front of you if at all possible. If your line does not fit under the seat, place it in the bin directly above you so that you can clearly see everything that is taken out of that bin. Stay alert throughout the flight and retrieve your line as soon as the plane has landed and the flight attendant permits it.

Home

- **Do not take your line home.** Store it with a trusted retailer in your area.
- Install an **alarm system** connected either to an alarm company's central station or a police station. Teach all members of your family how to operate it. Test the system on a regular basis to assure that it works correctly and that all members of your residence know what to do if the alarm sounds.
- Use an unlisted **telephone number**.
- Direct all business correspondence to a **post office box**. Never direct business correspondence to your home.
- **Meet with police in your hometown.** Explain your work and ask for their help. Ask them to monitor your house more closely when they drive by and to note anything unusual. Talk with them about how they should respond if your home alarm were activated. Share Jewelers Mutual's "Danger on the Road" video with them. Provide them with information about Jewelers' Security Alliance, the not-for-profit organization dedicated

to reducing crime against the jewelry industry.

Jewelers' Security Alliance: www.jewelerssecurity.org; 800-537-0067

- **Beware of pretext phone calls.** If you, your family or business associates receive a call concerning your whereabouts from the police, a "friend," car rental agency, fire department, etc., get the caller's name and telephone number. Tell the caller you will return the call immediately. Then check with the telephone company's directory assistance to verify the phone number and identity of the caller. Never respond to telephone surveys or inquiries.

Hotel or motel

- **Do not let your line out of your grip** or from under your physical control when checking in or out of a hotel.
- **Never leave your line unattended** in your hotel or motel room. Take the line with you if you must leave the room. Never leave your line in the hotel safe or vault.
- Be cautious of **people arriving unannounced** at the door of your room. Do not open your door until you verify the person's identity, such as with a phone call to the desk clerk.
- Never put your line in a **public locker**.
- Be alert for **distraction tactics** (somebody spilling catsup on your clothes, dropping money, fighting, etc.) aimed at causing you to let go of your line.

At trade shows

- Have your line transported to and from the show by **armored courier**. Have the merchandise delivered to the show inside the show's secured area.
- Do not sell merchandise from your **hotel room**.
- Remove your trade show badge when you **leave the show floor**.

Vacation

- When you are on vacation store all your merchandise in a bank vault, and let your employer know where it is being stored.

Your customers

- Check out **prospective customers** before calling on them or meeting them at an arranged location. Professional thieves will set up offices, install telephones, and buy business cards or letterhead to give the appearance of operating legitimate businesses. Employers should be very careful when supplying leads to their salespeople. Determine if a jeweler is rated or has reputable references.
- Request permission to **display your line in a private area** of the store, not in an area of the store where the public is permitted.

Traveling with jewelry

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- At the end of the day, store your merchandise in a **customer's safe or vault or on the jeweler's premises**. Be prepared to furnish the jeweler with a Gratuitous Bailee Waiver to release the jeweler from liability. You may obtain a gratuitous bailee waiver form at JewelersMutual.com.
- **Share this information with trusted customers** so that they will be sensitive to your security concerns and can assist you.

Suspicious incidence or stolen line

- **Immediately call a law enforcement agency.** Waiting even three minutes greatly reduces the chances of the police preventing a crime or apprehending a criminal.
- Call the **FBI** if you have a loss.
- **Call your insurance company.** Jewelers Mutual's number is 800-558-6411. If you don't know the insurer's number, call your employer and follow the instructions given to you.

- **Call the Jewelers' Security Alliance** at 800-537-0067.

Never leave your line unattended

Remember, if your line is stolen from an unattended vehicle, most insurance policies will not cover the loss. One-third of the line thefts that occur annually happen when lines are left unattended in cars.

If your line is stolen, don't panic. Some salespeople, realizing their lack of insurance coverage, have submitted false police reports, alleging they were held up. Reporting a false claim is a crime. If you submit a false police report, you could be charged with a misdemeanor or felony. Your chances of being caught at filing a false report are high because professional police officers and investigators are trained to recognize false reports.

Stay alert

Consider the value of the merchandise you're carrying. Professional jewelry thieves are waiting for you to make one small mistake. Plan each trip carefully and follow your plan. Focus on maintaining possession of your line at all times. Assure that you have proper insurance coverage. If you are

Contact/emergency phone numbers

Insurance company _____	Emergency 1 _____
Insurance agent _____	Emergency 2 _____
Alarm company _____	Emergency 3 _____

For more information about security, insurance, or Jewelers Mutual Insurance Company, contact **800-558-6411** or YourInsuranceExpert@jminsure.com

Jewelers Mutual

INSURANCE COMPANY

Coverage you can count on. People you can count on.

800-558-6411 • JewelersMutual.com

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