Company Profile

Cross Point

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1 Business Overview

Cross Point helps retailers to minimize losses and maximize profit. Delivering added value and exceeding customer expectation have been our objectives since the start in 1993. Striving for the best possible products and services implies interaction with our customers on a day-to-day basis and know-how about the latest technology and processes.

Result of this customer-oriented focus is that we not only outperform reputable and established competitors in our home market but we also obtained an ever growing international presence.

1.1 Mission

Cross Point provides innovative solutions to reduce losses and optimize store performance.

1.2 Our Customers

Our customers are retailers in all lines of business. From fashion to food and from small stores to large hypermarkets.

Because we provide both world standard Electronic Article Surveillance (EAS) technologies, AM and RF, we advise our customers about the best possible solution. Objectively and without having to compromise.

1.3 Products and Solutions

Cross Point products are recognized easily. They distinguish themselves from products of other manufacturers by their outstanding design, advanced functionality, ease of use, reliability and quality.

Therefore, many of our products are recognized as the benchmark in their class.

1.3.1 The CrossCONNECT Platform

Cross Point products are based on the powerful CrossCONNECT platform, which enables reliable and multi-functional solutions, interconnectivity between various products and easy installation, tuning and maintenance.

1.3.2 Product Features

We design our products to be the most secure, easiest to use, most reliable and to have the best form and functionality compared to all competitive products. We aim to provide the end-user a payback on their investments in our products of 12 months or less.

Because various of our products can be interconnected, a great diversity of technology independent applications can be created, both online and offline;

- **Retail Loss Prevention**

  Reliable anti-shoplifting systems with

  - premium detection - minimized false alarms
  - alarm direction detection - incoming or outgoing customer during alarm
  - environment adaptation – solid performance in noisy environments

- **Visitor Counting**

  The system automatically counts the number of visitors through integrated visitor counter modules and creates visitor reports. This enables proper staff planning as well as marketing activities, increasing the store performance and results.

- **Remote Maintenance**

  Comfortable system maintenance through the internet reduces the need for on-site customer service visits. This reduces the store's service and maintenance costs, which increase the store performance.

- **Pro-active solutions**

  System triggers enable notification of performance related issues, which allow for quick and efficient servicing. Triggers will automatically be sent by the system when something is out of the ordinary, so the store personnel can stay focused on sales resulting in increased sales results.

- **Access Control**

  Compact, yet powerful Access Control for small and midsized solutions. An electronic key will eliminate the problems related to the use of regular locks and keys. Proper staff planning related to the number of employees versus the number of visitors will increase the store performance.

1.4 Partners

Our alliance partners add value to our business. Together we accomplish more than each of us can individually. Our nationally operating partners are familiar with local issues and challenges and are trained to provide adequate service, advice and training.

The advantage is clear. While we provide our customers with international solutions, we guarantee the same quality and service everywhere. Whenever needed, wherever needed.

Over the years we have developed a tight and solid network with our Alliance Partners throughout Europe and the rest of the world. All from the central idea that, now more than ever, 'a global market' has been established.

1.5 People within Cross Point

The foundation for growth is embedded in our corporate culture. A compact and dynamic organization led by a team of open minded professionals with a focus on stimulating creativity, developing competences and delivering innovations.

1.6 Our Goal

We provide innovative retail security systems to minimize losses and maximize store performance.

During this mission we aim to increase our business by least 15% per year. We accomplish this goal by focusing on the following growth strategies:

- Building the Cross Point brand into a recognizable world class brand known for innovative retail security products and solutions
- Greater market penetration of our products and solutions
- Developing partnerships and selling to internationally operating retailers in cooperation with our partners
- Introducing innovative products

- Identifying new product categories adjacent to our existing business
- Investing in the development of new technologies

We design our products to be the most secure, easiest to use, most reliable and to have the best form and functionality compared to all competitive products. We aim to provide the end-user a payback on their investments in our products of 12 months or less.

Identifying and bringing to market innovative retail security products, a relentless pursuit to understand our customers' business and needs, a global presence and a determination to be the best are the unique characteristics that distinguish Cross Point from other retail security companies.

2 Contact Details

Listed below are our company details.

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