

## ROLEX WATCHES CONTINUE TO BE TARGETED

All across the country, retailers who carry Rolex watches are being targeted by thieves and robbers who carry out brazen daytime robberies. The most common method being used by the criminals is the "Smash and Grab." Though in some cases guns are used, in many cases the only weapons seen are hammers which are used to smash the glass of showcases which hold the Rolexes. Whether or not weapons are seen, the potential for violence is a very real concern and must be taken seriously. Here are some of the more recent incidents we have heard about. The dollar amount from Rolexes losses is indeed climbing.

- **September 9, 2014** – 4 men enter a store in Omaha, Nebraska, smash cases and take Rolexes.
- **August 18, 2014** – Armed robbers target a store in San Francisco, California and make off with an undisclosed number of Rolex watches.
- **August 17, 2014** - 3 men enter mall store in White Plains, New York, smash cases with hammers and take a number of Rolexes.
- **August 6, 2014** – Criminals enter an Annapolis, Maryland jewelry store, smash the cases, and take-off with 25 Rolex watches.
- **July 27, 2014** – Thieves enter a Springfield, Massachusetts jewelry business, shatter the cases, and get away with 32 Rolex watches.
- **July 22, 2014** – Armed robbers steal 40 Rolex watches from a jewelry store in Escondido, California.
- **July 18, 2014** – Robbers target a jewelry business in Woodlands, Texas where they smash through two Rolex cases.
- **July 10, 2014** – Two Rolex watches are stolen in a grab-and-run incident in Oklahoma City, Oklahoma.
- **June 25, 2014** – Robbers enter a Kingwood, Texas jewelry store where they smash cases and steal an undisclosed number of Rolex watches.
- **June 23, 2014** – Criminals carry hammers into a Columbus, Mississippi jewelry store and proceed to smash cases and take the Rolex watches.

## WHAT CAN YOU DO?

1. Train your staff not to resist the robbers. Everyone needs to stay calm to avoid being hurt. Only call the police after the robbers have left your store.
2. Be sure your cameras are working, recording properly and positioned so they capture good images of the perpetrators. Consider replacing your cameras with newer, higher quality cameras. This is perhaps the most effective tool for identifying and prosecuting the criminals.
3. Consider replacing your showcase glass with Burglary Resistant Glazing Material or laminated glass. More resistant glass may slow down the criminals and may reduce the amount of the loss.

**To Report an incident for distribution to the network members, contact Paul Silverman at [psilverman@mjmglobal.com](mailto:psilverman@mjmglobal.com).**

This alert is being distributed as a free service to members of the jewelry industry who have provided their email addresses and requested to receive security alerts. If you wish to be removed from this distribution list, please reply to this email with REMOVE in the subject.

If you have any questions about the information contained in this alert or about the New York Jewelers Crime Alert Network, please contact Paul Silverman at [psilverman@mjmglobal.com](mailto:psilverman@mjmglobal.com), or at 201-720-7700.