

CRIME ALERT!
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RETAIL ROBBERY ON FIFTH AVENUE
January 30, 2014; approx. 12:30 PM

Five suspects entered a retail store on Fifth Avenue near 52nd Street on Thursday afternoon and used hammers to smash open a display case containing valuable watches. 16 watches were taken with a retail value of \$700,000.

Some of the suspects wore masks. All were wearing gloves.

Crime Prevention Tips

- It is extremely important to train all staff working in your jewelry business not to resist or chase an armed robber. Resisting will dramatically increase the likelihood of injury or death to the store owner, employees and customers.
- Consider keeping a suspicious activity log to write down the details when suspicious persons may be casing your business. Details such as a license plate number, or make and model of a vehicle, may prove to be helpful later.
- Properly functioning CCTV can be extremely helpful in identifying the suspects and in documenting the incident for insurance purposes.
- Consider installing UL listed Burglary Resistant Glass in your showcases and windows.
- Have at two or more persons on the showroom floor at all times. Incidents are more likely to occur when the store appears to be understaffed.

Police Contact

Anyone with information about this incident or the perpetrators is asked to the police or Crime Stoppers at 1-800-577-TIPS (8477).

To Report an incident for distribution to the network members, contact CrimeAlert@nyjcan.com or visit the website at www.nyjcan.com to complete an Incident Report.

Previous Crime Alerts are available here: http://www.nyjcan.com/Crime_Alert_Archive.html.

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 admin@nyjcan.com 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, or at 201-720-7700.