

Cargo Theft on the Rise — How J. J. Keller Helped a Retail Giant Stay Ahead

OVERVIEW

Amid rising cargo theft concerns across the retail industry, J. J. Keller partnered with a leading national retailer to **strengthen supply chain security** through an enhanced Security Seal Program. This case study highlights how **proactive engagement, subject-matter expertise,** and **cross-functional collaboration** transformed a challenge into a strategic growth opportunity.

BACKGROUND/CHALLENGE

Retailers today face mounting pressure to safeguard their supply chains as theft risks escalate nationwide. With losses reaching unprecedented levels, companies are rethinking traditional security measures and seeking more robust solutions that combine compliance, efficiency, and resilience. For one leading national retailer, this challenge became the catalyst for a strategic partnership with J. J. Keller — one that transformed a growing vulnerability into a model for operational excellence.

The retailer, already a long-standing client, relied on J. J. Keller for compliance services such as Driver Qualification Files, Drug & Alcohol Program, Vehicle Legalization, and ELD services. However, during an annual business review, the retailer raised concerns about the effectiveness of its existing security seal program and the growing risk of cargo theft. This presented both a challenge and an opportunity for J. J. Keller to leverage our expertise in cargo security solutions.

STRATEGIC RESPONSE

Recognizing the urgency of the situation, J. J. Keller quickly mobilized cargo security product and subject-matter experts who consulted directly with the retailer's security team to address the retailer's concerns. This positioned J. J. Keller as a trusted advisor and led to a formal Request for Proposal (RFP) for a comprehensive Security Seal Program aligned with the retailer's operational requirements and sustainability goals.

U.S. CARGO THEFT SNAPSHOT

- **Average daily theft rate:** 6-8 incidents
- **Average value of each cargo theft:** \$200,000
- **Annual losses:** \$15-\$35 billion.
- **Commonly targeted items:** electronics, food and beverages, pharmaceuticals, apparel/footwear, alcohol/tobacco products, and building materials.
- **Peak theft periods:** Holiday weekends and fourth-quarter shipping season.
- **Typical theft locations:** Truck stops and parking areas, warehouses and distribution centers, ports and rail yards, as well as highways and rest areas.

Data sources: National Insurance Crime Bureau (NICB) Internal Data.





THE SOLUTION

Designed to strengthen security across the retailer's supply chain, the proposed Security Seal Program combined advanced technology, operational efficiency, and sustainability considerations into a single, scalable solution. Key components included:

- **BARCODED INDICATIVE PLASTIC SEALS** for everyday cargo protection. The unique barcodes make tracking and verification simple and efficient, with a quick scan for accurate recordkeeping, reducing errors and improving supply chain visibility.
- **BARCODED BOLT SEALS** for high-security applications, the seals combine robust physical protection with barcode technology for enhanced traceability. Each barcode provides a secure audit trail, helping users confirm authenticity and prevent tampering throughout transit.
- **INTEGRATION WITH SUSTAINABILITY OBJECTIVES**, ensuring materials and processes met environmental standards.
- **FUTURE SCALABILITY**, with metal seals currently in testing to further strengthen security measures.

This solution not only addressed the retailer's immediate concerns but also provided a foundation for long-term security enhancements.

RESULTS AND IMPACT

The successful implementation of the Security Seal Program delivered measurable benefits:

- **OPERATIONAL CONFIDENCE:** The retailer gained a robust, scalable system to mitigate cargo theft risks, safeguarding millions of dollars in goods.
- **EXPANDED PARTNERSHIP:** The collaboration strengthened J. J. Keller's ability to support the retailer with their security needs, giving them access to a broader range of solutions from J. J. Keller.
- **FUTURE OPPORTUNITIES:** With metal seals in testing, the retailer can expect even more options designed to enhance protection and streamline their operations.

This achievement reflects a shared commitment to safeguarding the retailer's goods through upgraded solutions and ongoing collaboration — ensuring stronger supply chain security today and into the future.

CONCLUSION

As cargo theft continues to rise, retailers are prioritizing advanced security measures to protect their supply chains. J. J. Keller's success with this leading national retailer demonstrates the power of proactive engagement and collaborative problem-solving. By addressing a critical security challenge, J. J. Keller not only strengthened a key client relationship but also created a blueprint for expanding similar solutions across the retail sector.

"By working hand-in-hand with the retailer, we were able to implement a seal program that **enhances security** and **helps safeguard their products against growing theft risks.**"

— Joel Clark, Director of Product Management for J. J. Keller.

