

Standard Sales Relies on the Standard of Cameras to Keep its Colorado Distribution Plants Secure



Frigid temperatures, humidity and constant impacts from forklifts and trucks in a punishing warehouse environment were the challenges Standard Sales, a wholesaler of Anheuser-Busch beer products, faced when seeking to outfit three new distribution warehouses with CCTV cameras.

Rick Hardy of RTH Security Systems, who headed the security project for Anheuser-Busch, needed a camera that was flexible and rugged enough for both perimeter and interior applications at the newly constructed plants.



Standard Sales, in business since 1952, is one of the nation's largest beer distributorships. Eight branches are in operation, including this new one in Littleton, CO.

A dependable, tough camera warranted against damage, weather, moisture, and other elements was critical to ensure security for Standard Sales' wholesale/distribution operations of Bud Light, Budweiser, and other Anheuser-Busch products. After researching a number of available cameras on the market, Videolarm's Warrior WP7 pan/tilt pendant-mount dome camera was selected for installation in the three facilities. Thirty-two Warrior cameras are installed at the Pueblo plant, 32 in Littleton, and 16 at Alamosa. Each building has cameras installed on the perimeter, for exterior security applications, and in the loading areas to ensure protection for the product and for the employees in loading and driver lounge areas. The cameras, of course, are there to help guard against theft, but they are also intended to benefit both employees and the company when workers compensation claims arise.



The WP7 Warrior Pan/Tilt was chosen for its vandal and weather resistance qualities. Part of the 32 unit installation at Littleton includes these WP7's guarding the exterior of the building.

"Warrior cameras were an obvious choice for Standard Sales' distribution facilities," said Rick Hardy. "I was sold after finding out about the scanning capabilities, ease of installation and five-year warrantee. And after seeing how they could withstand a blow from a 10-pound sledgehammer without damage I knew they would be perfect for our application."

The Warrior's sturdy, moisture-resistant construction, 355-degree panning, 0 to -90 degree tilting and seven feet per second scanning capabilities were ideal for the surveillance requirements both inside and outside of the distribution facilities. Additional factors that contributed to the decision were the Warrior's picture quality; the sleek design that complemented the aesthetics of the new construction, and the customer service available through locally based sales representatives.

The high security distribution plants feature keycard access and a state-of-the-art alarm system. It was crucial that the surveillance system offer flexibility to integrate into the existing security system. To ensure that each facility would satisfy the high security standards set by Standard Sales, Videolarm's western region sales representative, Joe Chaney, assisted with equipment specification and managed all the shipping timelines and requirements to keep construction on schedule.

"When it comes to product quality, customer service, and integration capabilities, Videolarm is unmatched," said Hardy. "Our Videolarm rep, Joe Chaney, was able to define what type of surveillance was required for each individual plant and then recommend the ideal amount, type and placement of cameras to provide maximum viewing coverage and seamless integration into the existing security equipment."



Thousands of cases of different Anheuser-Busch product moves through the facility each year. Video surveillance using Videolarm's WP7 helps provide the highest level of security.