

Benari Jewelers

AFA keeps jewelry stores secure and compliant with partnership-based solutions.



YOUR FIRE AND SECURITY SOLUTION



CASE STUDY

Benari Jewelers is a family owned and operated jewelry institution located in the suburbs of Philadelphia that boasts an unparalleled selection of diamonds, engagement rings, fine jewelry, and watches. There are two locations operated under the Benari name, one in Exton and another in Newtown Square, Pennsylvania. For over 15 years, Benari has relied on AFA Protective Systems to keep their stores UL compliant and provide security solutions to protect expensive merchandise.

BENARI'S ESSENTIAL AND INTRICATE SECURITY NEEDS

When you operate a jewelry business, protecting the assets in the store is priority number one. In order to help insure all of the store valuables, most jewelers view Jewelers Mutual Insurance as an essential component to operate their business. However, obtaining Jeweler's Mutual Insurance requires the jeweler to have a stringent level of security in place set forth by Underwriters Laboratories (UL), including a Burglar Alarm System to be installed and monitored which meets specific UL requirements.

When Benari set out to source a new alarm vendor, they looked for a company that could maintain their Jewelers Mutual Insurance, and provide better service at a more competitive rate. Through a referral from another jewelry store, Benari was introduced to AFA.

AFA'S SECURITY SOLUTION KEEPS BENARI PROTECTED

AFA Protective Systems is no stranger to UL requirements, as it owns and operates a UL Listed Central Station and is experienced in protecting its customers with UL requirements. AFA Sales representative Peter Bonsera met with Benari to survey their sites, but it was the action AFA took from the start that spoke louder than anything.

Peter did a thorough review with the AFA team of both Benari locations and suggested that both stores upgrade their security systems with newer, more user-friendly technology. "We approached Benari as we do all our customers—like a partner. We learned from speaking with them and listening to what they wanted and we provided it to them," said Bonsera.

AFA was able to provide upgrades to both stores on time and within Benari's budget. Bonsera was also able to provide increased protection to meet the requirements of Underwriters Laboratories Inc. for insurance purposes.

Additionally, in a cost conscious effort to bring better surveillance technology to the stores, AFA helped Benari upgrade both digital recorders to a hybrid system. This gave Benari the ability to incorporate their existing analogue cameras with newly added IP cameras.

BENARI CONTINUES TO SPARKLE

AFA's experience with UL and their security requirements, as well as their partnership-based approach, has allowed Benari Jewelers to receive the service they expected while maintaining their Jewelers Mutual Insurance. AFA upgraded both stores' camera and burglar alarm systems with more advanced technology, better protection and more user-friendly features.

AFA continues to monitor both locations with their UL Listed, FM Approved Central Station Facilities and also maintains all systems. The partnership between AFA and Benari has allowed for expanded security services because there is trust between the two companies. Benari found the solution to their service issues. By switching to AFA, Benari receives improved service, better response time, better protection and better pricing.