

press release

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ABUS security systems installed at one of Germany's largest e-bike dealerships

The Prumbaum bike dealership in Cologne has made a name for itself, remaining a family-run company since its opening in 1927. Today, Prumbaum is one of the most significant centres for expertise in the region, and has been selling ABUS products for many years too. In March 2018, thieves broke in and stole 50 high-end e-bikes, causing 200,000 euros' worth of damage. Since then, Managing Director Jörg Prumbaum has placed his trust in the proven triple protection system provided by security experts ABUS. The installed video surveillance, alarm systems and electronic access control from a single source have restored a feeling of security for Jörg Prumbaum and his employees.

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The bike shop is extremely eye-catching, with the name 'Prumbaum' written in big blue letters across the middle of the complex that stretches across three buildings. One glance in the window is enough to see that the shop has everything a bike lover could possibly want – from breathable sportswear to a wide range of accessories, as well as high-end e-bikes and freight bicycles. Of course, it has an adjacent workshop too, in which all sorts of repairs are handled with the utmost care.

Managing Director Jörg Prumbaum, a trained engineer, lives above the shop. He started off working as a company advisor, and took over the company from his father in 2000. Under Jörg's management, the company has grown six-fold both in terms of shop floor area and the number of employees. The display area now measures some 750 square metres and there are 35 employees. In 2016, the company also began renting an external warehouse a few miles away, stretching across an area of 1200 m².

About ABUS Security-Center

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Violent break-in through the wall

Back in 2017, an ABUS field service representative began the basic planning for securing both the Prumbaum shop and warehouse. The next stage of the planning process was handed over to Bonn-based security technology experts HV Braun.

Then something shocking happened: in March 2018, there was a violent break-in at Prumbaum's warehouse. The bold thieves broke through the wall of the main hall using a forklift truck and sheer brute force, stealing 50 e-bikes and destroying others, causing EUR 200,000 of damage overall. They escaped with their loot, and to date have not even been identified, let alone caught. For Prumbaum, the most painful and frustrating part is that the professional security system was still in the final planning stage, and no components had yet been installed. The thieves made their move just in time.

Finding the best solution for the structural challenges

Following the break-in, Jörg Prumbaum was keen to install a secure solution as quickly as possible to protect himself and his property from criminals. The biggest challenge was to secure the warehouse, which is located on an industrial estate that is almost deserted at night. The metal hall construction is 25 metres high and 100 metres wide, and is a protected heritage site. Its design is quite complicated and its shape is unusual, meaning there is no clearly defined surface area. Christian Braun, Managing Director of HV Braun, had to come up with an innovative solution. He did so with great success, installing multiple ABUS IP cameras both indoors and outdoors. Because of the sheer size of the site, for strategic reasons it was more effective to use trap surveillance techniques rather than area monitoring. These electronic eyes were supported optimally by the access control system wAppLoxx and a Secvest Touch alarm system.

The shop floor in clear view

A comprehensive security solution was essential for the shop floor too, where some of the bikes cost almost as much as a small car. "My shop is even used by professional footballers who play in the Bundesliga. They buy their high-end e-bikes here and then store them in their garages with their sports cars," says Prumbaum. These bikes can cost up to EUR 10,000. "Especially around the start

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of the season in spring, when lots of customers come in for test rides, it can be difficult to keep an eye on the whole shop. HV Braun's security concept helps to resolve unnoticed incidents in and around the shop," explains the Managing Director.

Just like the warehouse, the shop is fitted with an ABUS Secvest Touch alarm system with various components, such as wAppLoxx cylinders. IP and Wi-Fi cameras are also used across the extensive shop floor, while multiple video cameras are set to permanently record.

Easy to use with a single monitor

Jörg Prumbaum is now able to keep an eye on all areas where there are cameras installed, across both sites, watching on a single monitor from the comfort of his office. He can even check in with the system outside of working hours: "Regardless of whether I'm out and about or home in bed, I can simply glance at my smartphone or check the app to see that everything is as it should be in my shop and at the warehouse," says Prumbaum. Push notifications are activated and will inform him immediately if any of the alarms should go off. The advantages of the video surveillance system for Prumbaum go far beyond protecting the sites against break-ins. The video recordings can be used as evidence in case of theft, fraud and embezzlement in the shop. The system is also very helpful for optimising work processes, as the images can be used to check how busy the shop is and whether more staff are required to serve the customers.

"From my personal experience, I would definitely recommend every bike dealer to install a professional security system as soon as possible to stay one step ahead of the criminals – it's absolutely worth it," says Prumbaum.

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