BLOG

Retail's Quiet Battle Against Pushout Theft

Published
March 15, 2025

GATEKEEPER® SYSTEMS

In retail, pushout theft has taken center stage, challenging traditional security measures and demanding innovative solutions. This tactic sees opportunistic shoplifters and organized retail crime groups bypassing payment terminals with carts brimming with unpaid merchandise. The bold yet simple strategy has caught many retailers off guard, leading to significant financial losses and an urgent call for effective countermeasures.

Pushout theft is not merely shoplifting; it's an orchestrated attempt to exploit the open nature of retail environments. The financial ramifications are profound, with retailers across the spectrum feeling the pinch. From local mom-and-pop stores to multinational chains, the consensus is clear: pushout theft is an urgent problem needing immediate solutions.

A Multi-Pronged Approach to Prevention

Traditionally, retailers have leaned on a mix of physical and digital security measures to combat theft—surveillance cameras, security personnel, and electronic article surveillance (EAS) tags being the most common.

Retailers have started locking up regularly stolen products such as hygiene and cosmetics and certain over-the-counter medications. While this method does reduce theft, it also disrupts the shopper experience. Convenience stores are no longer convenient. Store assistance is required every time you'd like to add an item to your cart.

The unique nature of pushout theft, where the act is both brazen and swift, requires more than just deterrence. It demands a solution that can prevent, detect, and respond in real time without escalating the situation or detracting from the genuine customers' shopping experience.

Gatekeeper Systems' Purcheck® Solution is Redefining Retail Security

Gatekeeper Systems' Purchek® solution is designed to address pushout theft head-on, leveraging technology to create a seamless, secure shopping environment.

At its core, Purchek® technology is a shopping cart behavior-based solution that ensures only carts with paid-for merchandise exit the premises.

The genius in Purchek®'s technology lies in its subtlety and efficiency. The system uses Smartwheel® technology to disable a cart's wheels if an attempt is made to exit the store without completing a purchase, simultaneously triggering an alarm and initiating video recording. This not only stops theft in its tracks but does so in a non-confrontational way, ensuring the safety of staff and customers alike.

The Purchek® solution's impact extends far beyond mere theft prevention. Providing a safe solution for employees significantly reduces the risk of violent altercations, promoting a safer work environment and a more pleasant shopping experience for customers. Furthermore, its data-driven approach offers retailers insights into theft patterns, enabling more informed decision-making and operational efficiencies.

Implementing Gatekeeper Systems' Purchek® solution also makes financial sense. Retailers benefit from reduced losses due to theft, lower operational costs by minimizing the need for additional security measures, and improved inventory management.

The system's ROI is compelling, demonstrating tangible savings and a quick payback period for businesses investing in this innovative technology.

Amplifying Intelligence with FaceFirst Integration

For an even more robust approach to retail crime, Purchek® can be paired with FaceFirst's AI-enabled face matching software. This advanced technology empowers retailers to go beyond prevention by proactively identifying repeat offenders and uncovering patterns of organized retail crime. With real-time facial recognition alerts and investigative tools, FaceFirst helps security teams make faster, smarter decisions–turning what was once reactive into proactive loss prevention. Together, Purchek® and FaceFirst form a comprehensive ecosystem that protects merchandise, enhances store safety, and provides actionable intelligence to optimize operations across the enterprise. It's a new era of connected retail security–where insight and prevention work hand in hand.

Charting the Future of Retail Safety

In an era where retail theft is forcing retailers to close locations, the Purchek® solution is not just beneficial; it's essential. Offering a balanced mix of prevention, deterrence, and insight, Purchek® technology enables retailers to safeguard their merchandise, protect their staff and customers, and improve their bottom line. As we look towards the future, embracing solutions like Purchek® technology will be key to creating retail environments that are not only secure but also welcoming and efficient.

About Gatekeeper

Gatekeeper Systems' expanded product suite of intelligent cart solutions offers solutions for EVERY retailer's needs to minimize merchandise loss, reduce asset and labor expenditures. Gatekeeper's loss prevention and cart containment solutions utilize patented locking technology to put an end to cart-based shoplifting, shopping cart loss, and uninformed decision-making. Cart management solutions increase safety and reduce labor costs by maximizing productivity while simultaneously resulting in a positive store image. Intelligent pushout theft prevention solutions stop thieves and their cart full of unpaid merchandise from leaving the store. Customizable technology allows retailers to defend their entire store or just a high loss department based on the store's unique layout. Business Intelligence solutions provide increased visibility for informed decision making. Increase efficiency, optimize fleet size, and perfect the entire customer shopping experience with store and enterprise-level analytics.

GATEKEEPER SYSTEMS