



Cart
Retention



Pushout
Prevention



Cart
Management



Cart-Based
Data Analytics

*“\$561- 2016 average
pushout theft”*

PushOutTheft.com

*“20% of retail theft
is over \$1,000”*

NRF.com

*“94.6% of retailers are
affected by ORC”*

NRF.com

Purchek®

Your Edge in the Battle Against Pushout Theft

Push back against pushout theft. Pushout theft is the technique of choice for Organized Retail Crime (ORC) and everyday shoplifters. Pushout thieves fill shopping carts by clearing out shelves, freezers and cabinets; walking out with an average of \$561, with 1 in 5 thefts over \$1,000. Gatekeeper Systems estimates that most pushout theft goes unnoticed, with multiple smaller thefts for every ORC theft.

If a shoplifter experiences success at a location, they will come back.

“Until three years ago, a booster, identified as Bobby made a nice living stealing from like Kroger, Walmart, Lowes and others. “I was very successful at it,” Bobby said. “I did it for 25-plus years. In a year’s time, probably several hundred thousand [dollars].”

—Fox Nashville



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Stop pushout theft in its tracks. The Purchek system quietly reduces pushout theft while preserving a customer's shopping experience. Leveraging Gatekeeper Systems self-locking SmartWheel technology and the GS platform, **Purchek is an anti-theft system that will reduce shrink, increase sales and protect employees.**

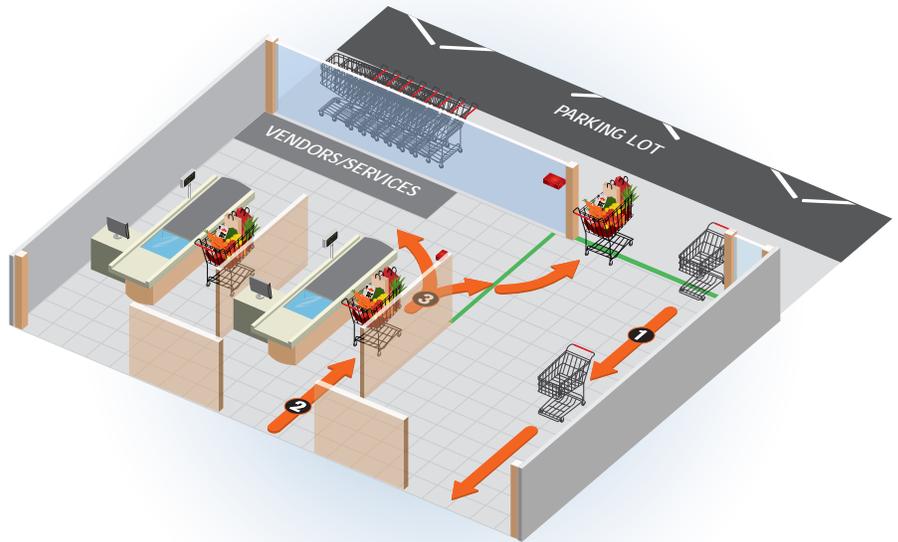
GatekeeperSystems.com



How it Works

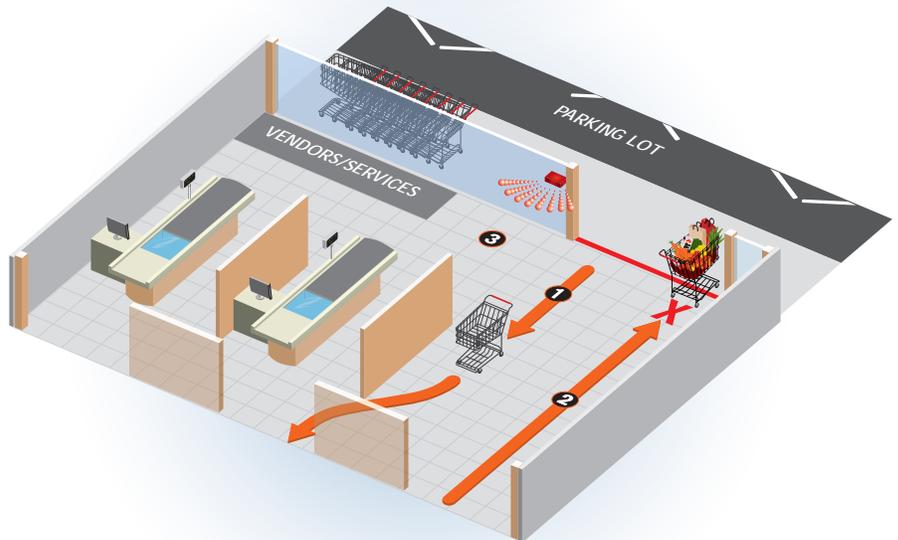
Typical Shopping Experience

- 1 As a shopper enters the store, the SmartWheel receives entry permission allowing a customer to shop for an unlimited time.
- 2 After the customer purchases their goods, the SmartWheel receives exit permission, the cart is now free to exit the store.
- 3 The exit permission is fully adjustable allowing enough time for customers to visit other in store services. Purchek protects your store without anyone noticing.



Pushout Theft Attempt

- 1 As a shopper enters the store, the SmartWheel receives entry permission allowing a customer to shop for an unlimited time.
- 2 As the thief skips the checkout line, the SmartWheel does not receive exit permission. As the thief attempts to exit, the wheels lock disabling the cart.
- 3 As the cart wheels lock, an alarm is triggered alerting store personnel, video is captured and loss prevention is electronically notified.



Integrated Video



Gatekeeper Systems offers an integrated video capture system and video classification services to purchek customers. LP professionals receive near real notifications of pushouts, ready for review and follow available via smart device app or web portal.

Pushout theft without Purchek:

1-10 pushout thefts involve violence

1-3 pushout thefts involve ORC

Speciality and department stores experience higher pushout theft amounts



Why is it great for you?

Purchek protects your store in three ways; apprehending merchandise, no confrontation stops and by driving away thieves. The self locking SmartWheel automatic immobilizes carts, apprehending merchandise, preventing it from leaving the store and reducing out of stocks. Cart immobilized, most thieves flee empty handed than risk arrest. By making it more difficult to commit pushout theft Purchek deters ORC from repeatedly targeting a location. **Most purchek customers experience a full ROI within the first 12 months.**



See Purchek



Our Patents



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