# Avoid Surprise Fees: The Risks of Carts Off Your Property

GATEKEEPER SYSTEMS

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Shopping carts are more than just a piece of equipment – **they are the longest point of interaction between a customer and your brand.** They play a vital role in shaping the shopper experience and influencing overall satisfaction. These carts are essential tools in retail, enhancing both customer convenience and the overall shopping experience. But when carts leave your property without authorization, they don't just become lost assets. They become legal liabilities, financial burdens, and environmental concerns. Many retailers underestimate the consequences of cart abandonment, often overlooking local ordinances, hefty fines, and community complaints that follow.

**Legal Risks and Local Ordinances**

Across the United States, municipalities are cracking down on unattended or abandoned carts. Regulations vary, but the penalties are clear: retailers are held accountable.

Here are just a few examples:

- North Brunswick, NJ: Retailers can face fines of up to $50 in fines per cart if they don't retrieve impounded carts within 5 business days. Link to full code
- Riverside, CA: Retailers are charged the initial fees for cart retrieval after 3 days of impoundment and then after 3 violations in a 6-month period shall be subject to a fine of $50 per cart. Link to full code
- South Jordan, UT: Shopping carts found on public property may be impounded or removed entirely. Link to full code

Explore additional shopping cart ordinances here.

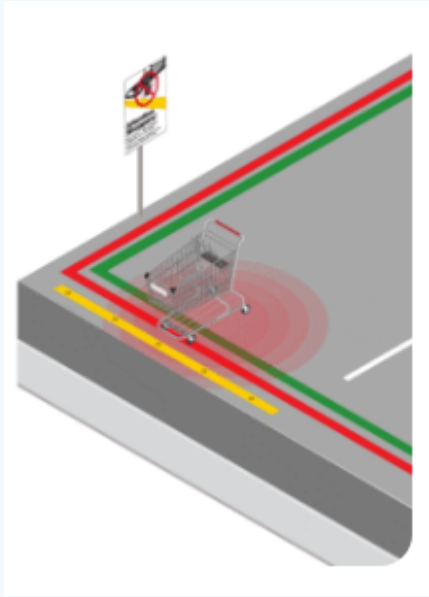**The Financial Consequences Are Real**

Not only do the abandonment of shopping carts cause legal issues, they often lead to unexpected and weighty financial consequences. These financial consequences of cart abandonment are layered, leading to:

- Replacement Costs: An estimated 3 million shopping carts are replaced annually, with over 2 million stolen—costing retailers tens of millions.
- Fines and Penalties: Non-compliance with cart containment ordinances can lead to hefty fines, as seen in various cities.
- Operational Disruptions: Missing carts can hinder store operations, leading to customer dissatisfaction and potential loss of revenue.

**Stay Ahead of Shopping Cart Loss with CartControl® Technology**

Cart loss is widespread and expensive. Despite this uprising issue, there are solutions to assist retailers as they attempt to manage their shopping carts. Retailers can take a proactive stance on these concerns rather than suffering the reactive consequences. Gatekeeper Systems' CartControl® technology offers a reliable solution to contain carts, avoiding legal issues, additional fees, and boosting customer confidence in your company.

**How CartControl® Works–and Why Retailers Rely On It**



CartControl® is a discreet, automated solution that prevents shopping carts from crossing store-defined boundaries like parking lots, sidewalks, and public roads. As a cart nears an unauthorized exit, the system automatically disables the cart–keeping it on your property, and in your customers' hands.

**Sustainability Matters Too**

Managing your shopping carts responsibly isn't just good business–it supports long-term environmental responsibility. Taking a proactive approach to cart containment helps retailers avoid legal and financial consequences while also contributing to environmental sustainability. Gatekeeper Systems' CartControl® solution extends the life of each cart, reducing unnecessary replacements and the environmental impact associated with manufacturing and disposal.

By maintaining cart availability and minimizing cart loss, retailers help:

– Reduce environmental waste
– Minimize landfill impact
– Lower the carbon footprint from producing new carts

Shopping carts are not only operational tools–they're also an extension of your brand and a vital part of the customer experience. Embracing innovative, sustainable solutions like CartControl® technology reflects a broader commitment to the community and the environment. In today's retail landscape, responsible cart management is an opportunity to lead with integrity, efficiency, and care for the future.

We're proud to share that CartControl® was honored as the winner in the Sustainability Category at the 2025 Retail Risk Awards, underscoring its value as a forward-thinking solution for today's retailers.

## 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.

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