



Your Edge in the Battle Against Pushout Theft

Pushout theft is a growing driver of shrink, but its impact reaches beyond lost merchandise—it undermines the sense of safety within your store. ORC boosters target high-value, easy-to-resell items by the cartload, while opportunistic shoplifters roll out with just a few products at a time. The frequency and scale quickly add up—eroding profits, increasing risk of violence, and affecting both employees and loyal customers.

Detection and prevention must work hand in hand. While detection creates a deterrent, prevention tools like Purchek® stop theft before it escalates.”

Mike Lamb, Retired Loss Prevention Executive

How Purchek® Technology Helps Retailers

The Purchek® solution is Gatekeeper Systems' patented pushout theft prevention system. Using advanced SmartWheel® technology, it prevents carts carrying unpaid merchandise from leaving your store—*stopping theft before it happens*.



SmartWheel® Technology



- ✓ SmartWheel® devices lock automatically when cart attempts unpaid exit.
- ✓ Silent, safe, and non-confrontational deterrence.
- ✓ Preserves the shopping experience for paying customers.
- ✓ Compatible with Gatekeeper's CartControl® cart retention system.



Purchek®



FaceFirst®



Business Intelligence



CartControl®



CartManager®





How It Works

SmartWheel® devices are installed directly on your carts. If unpaid merchandise is pushed toward the exit, the wheels lock instantly and discreetly—stopping theft without confrontation. The system runs seamlessly in the background, invisible to your shoppers, protecting an open shopping environment.



Unpaid Cart Path

Paid Cart Path

Purchek® has all retail formats covered.

- ✓ Store Entryways
- ✓ Remote Paypoints
- ✓ Self-Checkouts
- ✓ Emergency Exits



Why Retailers Choose Purchek®

Advantage	Impact
Non-Confrontational Stops	Protects Employees from Risk
Retains Merchandise	Reduce Shrink and Out-of-Stocks
Seamless Integration	Works with Existing Store Operations
Scalable Deployment	Effective for Single Store or Multi-Site Enterprises
Event Triggered Video	Evidence Capture for Case Building
Investigative & Reporting Services	Augment Team Resources to Maximize Impact
LP Eco-System Integration	API Connection to Complementary Solutions



Proven Impact for Retailers

- ROI is meaningful and sustained over time with many **retailers experiencing payback in less than 6 months** on deployed systems.
- Measurable impact on shrink with retailers **reporting up to 15% reductions and as high as 5.5 IRR** on invested capital.
- Observed reduction in escalated, aggressive or violent events **promoting a safer environment** for shoppers and employees.

Results may vary.



Don't Miss the Bigger Picture

- With the Purchek® solution, **retailers can move away from high-friction deterrents that signal distrust**—unlocking products and improving the customer experience without compromising protection.



See Purchek® in Action

- Scan this QR Code to see a **brief video** featuring Purchek®:



*Upon system activation, results may vary by customer - Purchek® Case Study

**NRF Research "The Impact of Retail Theft & Violence 2024"

***PushoutTheftNewsCenter.com - Analysis of 2024 US media stories of pushout theft.



+1.888.808.9433

info@gatekeepersystems.com



90 Icon

Foothill Ranch, CA 92610 USA

GatekeeperSystems.com

The Gatekeeper Systems, Inc. name, logo, and products mentioned herein are trademarks or registered trademarks of Gatekeeper Systems, Inc. and its licensors. They cannot be copied, imitated, or used without prior written permission. All marketing materials, including logos, designs, text, and graphics, are © Gatekeeper Systems, Inc. 2025. All rights reserved.

