

Bridging The Gap



LP Solutions

Bridging the Gap Between Needs & Wants



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LP Solutions: Bridging the gap between needs and wants

Businesses are under increasing pressure to reduce theft and ensure the safety of their customers and employees. However, identifying the right mitigation strategies and tools can be a challenge for Loss Prevention executives. Fortunately, the latest resource from the Calibration Group provides a unique perspective and powerful insight on how LP executives can best leverage technology to meet their safety and security objectives.

The Calibration Group stresses the importance for retailers to align their security and theft mitigation solutions with the specific threats they face within their organizations. Data gathered from recent surveys may suggest a disconnect between what retailer's think they need vs. what they actually need. This means that while LP leaders may have access to powerful technologies, they are not effectively deploying them where they are needed most.

To close this gap between need and implementation, it is critical that LP executives take a proactive approach when selecting security solutions for their organization. They must consider all potential risks carefully and create a tailored strategy to fit the needs of their business before investing in any solution.

Many of the top retailers, in the US and abroad, have exemplified their leadership and strategic alignment within their organizations by adopting Gatekeeper Systems Purchek® solution. This technology prevents cart-based theft by disabling any shopping cart that attempts to exit without receiving approval from a point of sale. The disabled cart ensures the merchandise stays in the store while eliminating the need for contact or confrontation with a potentially dangerous shoplifter. This presents a number of advantages for LP executives and store leaders:

- **Apprehend Merchandise:** With automatic locking wheels your merchandise never leaves the store, making recovery quick while keeping your shelves full.
- **Safer Stops:** With an automated pushout prevention system, confrontation-free stops are the norm reducing the opportunities for violence and lowering liability and litigation costs.
- **Uncovering the real problem:** Gain insight to the real scope and frequency of pushout theft.
- **More Sales:** Removing carts from the offender's tool set stops shelf clearing thefts, making more merchandise available for your paying customers.

An automated pushout prevention system, such as Purchek® strategically aligns to the needs of the retail executive by lowering shrink, increasing sales, and supporting employee safety.

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.

