

# Safety: Add it to your cart



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Shoplifting is not a new problem for retailers. However, the alarming rise in shoplifting incidents has not only led to significant financial losses for businesses but also increasingly endangered employees who are often tasked with confronting the offenders. The need for a safer, contact-free approach to this issue is more urgent than ever. Many retail loss prevention and safety leaders have relied too long on conventional methods of shoplifting prevention and the risks they entail.

### **The Current Dilemma: Confrontation and Danger**

The traditional approach to shoplifting prevention has often included surveillance, alarms, and, unfortunately, direct confrontation between employees and the shoplifters. This approach can quickly escalate into violent altercations, putting employees at risk of injury or even worse.

The psychological stress of dealing with potential shoplifters and the potential legal ramifications of these confrontations also add to the burdens faced by retail staff. In the face of these challenges, the call for a safer, more technologically driven solution is growing louder.

### **Enter Purchek®: A Comprehensive Safety Solution**

Gatekeeper Systems Purchek® solution, is stepping up to answer this call by providing a confrontation-free approach to stopping shoplifters. This innovative system leverages technology, offering a suite of “safety” advantages:

#### **1. Employee Safety**

Purchek® plays a crucial role in employee safety by thwarting shoplifting attempts with cart-based technologies at the moment a theft occurs. According to a 2022 shoplifting study, the Pushout Theft News Center reported that 16.3% of pushout theft attempts ended in violence. When a shoplifting attempt is detected, Purchek® remotely activates, disabling the shopping cart.

This confrontation-free approach negates the need for employees to physically intervene, significantly reducing the risk of violent altercations. The emphasis on a contact-free solution prioritizes the well-being of employees, providing a safer retail environment and underscoring the retailer’s commitment to protecting its staff.

#### **2. Psychological Safety**

In a retail environment, confrontations with shoplifters can escalate quickly, leading to violent situations that are not only physically dangerous but also extremely distressing to the staff. Encountering such violence regularly can create a hostile and tense work environment, severely affecting the mental health of employees. Anxiety, constant fear, and emotional trauma can become prevalent, impacting the overall well-being and productivity of the staff. Purchek® provides a proactive and non-confrontational approach to theft prevention, prioritizing the emotional and psychological welfare of employees. By deterring shoplifting without direct confrontation, it helps create a more secure, stress-free work environment, allowing staff to focus on customer service and their tasks at hand, rather than living in fear of potential violent interactions. It’s a vital step in building a safer retail landscape, where the mental well-being of employees is as much a priority as loss prevention.

### **3. Customer Safety**

Eliminating dangerous confrontations with shoplifters is instrumental in not only protecting retail assets but also in safeguarding customer safety. Violent shoplifters create an environment of uncertainty and danger that can extend beyond the employees to affect customers as well. Confrontations in stores may lead to chaotic situations, where customers find themselves caught in the crossfire of aggressive interactions between staff and thieves. This can lead to physical harm, or at the very least, an extremely unpleasant shopping experience that can leave customers feeling traumatized or hesitant to return. By employing Purchek®, retailers can significantly reduce the likelihood of these confrontations occurring in the first place. Purchek's non-aggressive approach ensures that theft is deterred without putting customers in harm's way, preserving a calm and welcoming shopping environment. As retailers become more focused on providing a positive customer experience, solutions like Purchek® are essential in maintaining a safe space where customers can shop without fear or anxiety.

### **4. Sales Safety**

By focusing on a confrontation-free shoplifting prevention strategy, Purchek® has become an essential tool in supporting retail sales. Unlike conventional methods that may target the shoplifter, Purchek's innovative approach is centered on apprehending the merchandise itself. By employing technology and strategies that prevent items from leaving the store without proper checkout, Purchek® ensures that merchandise remains available on the shelves.

This is vital in an industry where product availability is often directly correlated with sales performance. When potential customers find what they are looking for, the likelihood of making a sale increases significantly. On the other hand, shoplifting can lead to gaps in inventory, frustrating customers and leading to lost sales opportunities. By keeping merchandise in the store, Purchek® not only deters theft but also contributes to a well-stocked, appealing retail environment that encourages purchasing. Its approach aligns with the needs of modern retail, emphasizing customer satisfaction and sales growth, rather than merely focusing on loss prevention. In this way, Purchek® is redefining theft prevention by directly linking it to positive customer experiences and enhanced sales performance.

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### **5. Budget Safety**

The Purchek® solution has not only proven its effectiveness in reducing theft but also its cost-efficiency, as illustrated by the return on investment (ROI) analysis conducted by Emeritus Professor Adrian Beck. The research showed a significant decline in pushout theft losses by an average of 49% in number and 47% in value following the initial installation. For a retailer with annual sales of around \$55 million and an installation cost of \$40,000, the discounted payback period was just over one year. This led to a net present value (NPV) of \$64,500 and an impressive internal rate of return (IRR) of 70%. These figures strongly demonstrate that Purchek® is not merely a cost but an investment with substantial returns. The threat of pushout thefts is real and significant, especially for retailers offering shopping carts. The wheel locking technology addresses this issue directly, providing a solution that not only curtails theft but does so in a financially sensible manner.

The research conclusively shows that investing in the Purc hek® technology translates into tangible financial gains, making it a highly attractive proposition for retailers seeking an efficient, budget-friendly way to safeguard their assets and maintain profitability.

### **A Future Without Fear**

Shoplifting is not a problem that will disappear overnight, but solutions like Purc hek® are making strides in tackling this issue with a people-first approach. The locking-wheel technology is more than a security system; it is a statement that values the safety and respect of employees while maintaining a positive environment for customers.

The push for safety in the retail world is a collective responsibility and embracing technologies like Purc hek® represents a significant step towards a future where shoplifting prevention doesn't have to come at the cost of personal safety or ethical compromise.

Investing in Purc hek® is investing in a safer, more secure retail experience. It's time to make the shift and make a push for 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.

