

BLOG

Pushout Theft Prevention Strategies that Work

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Retail theft hit a record high last year, presenting a growing concern for retailers nationwide.

Increasingly common among these incidents is pushout theft, where thieves nonchalantly wheel out carts of stolen merchandise, bypassing payment altogether.

Pushout theft threatens retailers with substantial financial losses by exploiting a simple act—the movement of shopping carts—from the store’s interiors to the parking lot without any transaction occurring, often with high-ticket items.

Introducing Gatekeeper Systems’ **Purchek®** technology.

Unveiling Pushout Theft

Pushout theft represents a stark challenge in the retail environment, manifesting as a brazen form of shoplifting wherein culprits hastily exit the store with unpaid merchandise in a shopping cart. This act is not only a direct loss of goods but also undermines the security protocols and the perceived safety of the retail space by normalizing such brazen acts.

Purposefully designed to combat this form of retail crime, a technologically advanced solution, **Purchek®** from Gatekeeper Systems, is available. This innovative system acts as a formidable deterrent by locking wheels of shopping carts if an attempted theft is detected, thereby hindering the progress of pushout theft and safeguarding the retail establishment’s assets.

Definition of Pushout Theft

Pushout theft is a prevalent issue where individuals brazenly wheel out unpaid merchandise often within a shopping cart, bypassing all purchasing procedure. It results in significant revenue losses and affects stores across various sectors.

Distinct from petty shoplifting, pushout theft involves high-value items and is carried out with a sense of urgency.

It’s a calculated act that overwhelms loss prevention strategies and challenges in-store security measures, signaling a major threat to retail integrity.

Pushout theft costs the retail industry billions annually, disrupting the market and store operations.

Leveraging advanced loss prevention solutions is crucial to mitigating these incidents. Gatekeeper Systems’ **Purchek®** effectively thwarts pushouts by immobilizing carts, restoring order and security to the retail environment. This innovation showcases the commitment to outsmarting retail crime.

The Impact on Retail

Pushout theft is not an inconsequential issue; it resonates throughout a store’s financial health and operational stability.

- **Revenue Loss:** Significant sums are lost due to unrecovered high-value items.
- **Increased Costs:** Stores incur additional costs for security measures and insurance.
- **Customer Trust:** Such brazen thefts may shake shoppers’ confidence in the store’s safety.
- **Staff Morale:** Employees affected by repeated incidents can feel undermined and stressed.

Retailers are compelled to raise their defense, investing in stout loss prevention strategies.

In response to this scourge, solutions like Gatekeeper Systems' Purchek® offer a strategic advantage, bolstering the security posture of susceptible retail outfits.

Introducing Purchek® by Gatekeeper Systems

Gatekeeper Systems' Purchek® stands as a sentinel at the threshold of loss prevention technology, embodying an advanced combination of intelligent design and relentless efficiency. With its mechanism poised to disarm the efforts of would-be thieves, Purchek® swiftly neutralizes pushout scenarios, securing merchandise while reinforcing the sense of safety for customers and staff. Designed with precision, this solution integrates effortlessly into the retail landscape, offering a harmonious blend of protection and performance, thus supporting retailers' endeavors to maintain profitability amidst the challenges posed by retail shrinkage.

How Purchek® Stops Pushout Theft

Purchek® utilizes an innovative alarm system that, when triggered, signals an attempted theft, instantaneously mobilizing security protocols to thwart the pushout before it succeeds.

Its integrated technology acutely detects unauthorized movement of shopping carts towards store exits, effectively intervening at the most critical moment.

Moreover, Purchek® deploys locking mechanisms that activate on implicated carts, creating a physical barrier (specifically designed to be non-damaging) to prevent merchandise from exiting the premises.

These locks engage through a sophisticated, wireless transmission system that seamlessly communicates with the store's existing security infrastructure, ensuring swift and decisive action at all times.

After an alarm is triggered, staff are promptly notified via the centralized control system, equipping them with the necessary information to respond to the incident appropriately while maintaining optimal customer service.

By adopting Purchek®, retailers not only gain a formidable deterrent against pushout theft, but also embrace a solution that enhances their overall security strategy with minimal disruption to the shopping experience.

The Benefits of Investing in Purchek®

Purchek® offers a robust defense against the escalating issue of pushout theft, an investment in both security and revenue protection.

- **Proactive Theft Deterrence:** Discourage theft attempts before they occur.
- **Immediate Response:** Locking mechanism activates instantly upon theft detection.
- **Minimized Revenue Loss:** Safeguard merchandise and profitability.
- **Enhanced Store Security:** Integrate with existing security systems for a fortified infrastructure.
- **Customer Experience:** Maintain a seamless shopping environment, undisturbed by security measures.
- **Staff Notification:** Prompt staff alerts enable quick, appropriate intervention.
- **Loss Prevention Analytics:** Access valuable data for informed security decisions.

Embrace a solution that seamlessly merges with your store's existing security ecosystem.

Deploying Purchek® signifies a commitment to preserving the integrity of your retail operations, ensuring a safe and profitable environment.

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.

