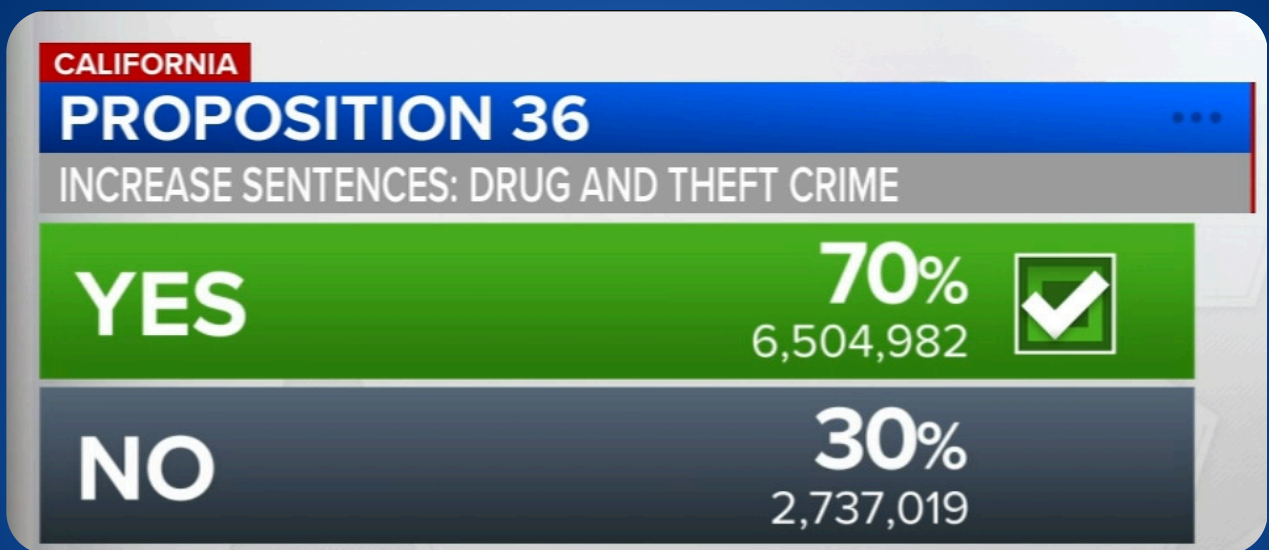


Prop 36 and the Role of Purchek® Technology in Preventing Theft and Supporting Retailers



**Prop 36:
How Purchek® Technology
Prevents Theft
and Supports Retailers**



Published
December 19, 2024



Understanding Prop 36 and Related Laws

As Proposition 36 takes effect in California on December 18th, this reform, known as the “Three Strikes Reform Act,” brings significant changes to the state’s Three Strikes Law. These amendments have notable implications for shoplifting and organized retail crime (ORC). Here are two key takeaways:

1. Shoplifting and Felony Charges: While shoplifting under \$950 is typically classified as a misdemeanor under Proposition 47, offenders with two or more prior theft-related convictions may still face felony charges. This provision underscores California’s approach to addressing repeat offenders and ensuring penalties align with habitual theft behavior.
2. Enhanced Penalties for Group Theft: Organized Retail Crime (ORC), which often involves coordinated group theft, can lead to enhanced penalties. Even in cases where individual items fall below the \$950 threshold, the aggregated value and collaborative nature of ORC elevate the severity of charges, reflecting the state’s commitment to combating organized theft rings.

By integrating these reforms with the felony theft threshold of \$950 and prioritizing both rehabilitation and public safety, California’s criminal justice policies strike a balance between reducing harsh sentencing for non-violent offenses and addressing the rise in ORC. These laws highlight the interplay between Prop 36, Prop 47, and targeted measures to deter organized retail theft, shoplifting, and repeat misdemeanor offenses.

These thresholds vary significantly across the United States, as shown in the table below:

State	Threshold	State	Threshold
Alabama	\$500	Montana	\$1,500
Alaska	\$750	Nebraska	\$1,500
Arizona	\$1,000	Nevada	\$1,200
Arkansas	\$1,000	New Hampshire	\$1,000
California	\$950	New Jersey	\$200
Colorado	\$2,000	New Mexico	\$500
Connecticut	\$1,000	New York	\$1,000
Delaware	\$1,500	North Carolina	\$1,000
Florida	\$750	North Dakota	\$1,000
Georgia	\$1,500	Ohio	\$1,000
Hawaii	\$750	Oklahoma	\$1,000
Idaho	\$1,000	Oregon	\$1,000
Illinois	\$500	Pennsylvania	\$2,000
Indiana	\$750	Rhode Island	\$1,500
Iowa	\$1,500	South Carolina	\$2,000
Kansas	\$1,500	South Dakota	\$1,000
Kentucky	\$1,000	Tennessee	\$1,000
Louisiana	\$1,000	Texas	\$2,500
Maine	\$1,000	Utah	\$1,500
Maryland	\$1,500	Vermont	\$900
Massachusetts	\$1,200	Virginia	\$1,000
Michigan	\$1,000	Washington	\$750
Minnesota	\$1,000	West Virginia	\$1,000
Mississippi	\$1,000	Wisconsin	\$2,500
Missouri	\$750	Wyoming	\$1,000

As shown in the table above, four states currently have felony theft thresholds of \$2,000 or greater: Wisconsin (\$2,500), Texas (\$2,500), Colorado (\$2,000), and Connecticut (\$2,000). In contrast, four states maintain thresholds below \$500: New Jersey (\$200), Virginia (\$200), Florida (\$300), and Pennsylvania (\$300).

This significant variation in felony theft thresholds creates substantial challenges for retailers, especially those with operations spanning multiple states. Inconsistent theft laws complicate loss prevention strategies, requiring businesses to adapt to varying legal frameworks while safeguarding their inventory and sustaining profitability.

How Purchek® Technology Supports Retailers

Gatekeeper Systems' Purchek® technology offers a universal solution that helps retailers combat theft, regardless of local felony theft thresholds or legal frameworks. Here's how it benefits retailers:

1. Confrontation-Free Theft Prevention
Purchek® technology prevents theft at the point of exit. When a cart attempts to leave without payment, the SmartWheel® device disables it, stopping the theft without requiring direct confrontation. This reduces the risk of violence, ensuring a safer environment for both employees and customers.

2. Retaining Unpaid Merchandise
The Purchek® solution focuses on preventing loss rather than just detecting it. By locking the cart, it ensures unpaid merchandise stays in the store, addressing loss prevention proactively and effectively.

3. Maximizing Profits and Safety
By retaining merchandise and minimizing safety risks, the Purchek® pushout theft prevention solution enhances retailers' bottom lines. Fewer losses mean higher profits, and safer stores contribute to a better overall shopping experience attracting additional shoppers.

4. Data-Driven Insights
Purchek® Theft Intelligence Services provide high-definition event video and detailed analytics, offering actionable insights into theft patterns and identifies repeat offenders. By automating event recording and analysis, retailers can address vulnerabilities, validate ROI, and refine strategies. Customizable reports allow for effective resource allocation and targeted theft deterrence, fostering a smarter approach to protecting products, profits, and people.

Conclusion

As felony theft thresholds and legislative frameworks like Prop 36 continue to evolve, retailers face increasing complexity in managing theft and protecting their bottom line. These variations in thresholds across states reflect a diverse approach to crime classification and prosecution, leaving retailers to navigate a patchwork of legal standards. While some states impose low thresholds, making theft a felony for relatively minor offenses, others set higher limits, potentially leaving retailers vulnerable to repeated incidents of smaller-scale theft. These inconsistencies create operational challenges, emphasizing the need for a standardized, proactive solution that transcends reliance on law enforcement or judicial systems.

Gatekeeper Systems' Purchek® technology stands out as a game-changer in this context, offering a comprehensive theft prevention solution that transcends the limitations of local laws while delivering our core benefit: a confrontation-free approach to reducing theft and enhancing store safety. By retaining unpaid merchandise within the store and reducing the need for

confrontational interventions, the Purchek® solution enables retailers to address theft in real-time, free from the added burden of legal complexities. This not only safeguards valuable inventory but also helps maintain a safe and welcoming environment for customers and employees alike.

Additionally, Purchek® Theft Intelligence Services provide retailers with critical data insights, enabling them to better understand theft patterns and make informed decisions to enhance their loss prevention strategies. These insights are invaluable for justifying investments in security systems and optimizing resource allocation, ensuring a strong return on investment.

In an era where theft prevention is more challenging than ever,

Purchek® technology offers a forward-thinking, scalable solution that adapts to the unique needs of retailers across diverse legal landscapes. By investing in Purchek® technology, retailers are not just preventing theft; they are investing in a safer, more efficient, and more profitable future.

Contact us today to discover how Purchek® technology can empower your retail operation and help you stay ahead in the fight against theft.

Meet Us at NRF Big Show 2025 in NYC – Booth 714

Stay ahead of global loss prevention trends with MarketWatch—your weekly source for essential insights, pushout theft highlights, and industry updates. **Register Today**

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.

