Wheeling Toward a Greener Future

GATEKEEPER® SYSTEMS

Are shopping carts undermining your sustainability efforts? For retailers aiming to elevate their environmental initiatives, this often-overlooked issue poses a significant challenge. The scattered carts that end up in public spaces aren't just an eyesore, they come with real financial, environmental, and reputational costs. As municipalities impose stricter regulations and fines on retailers for abandoned carts, the demand for a more efficient solution has never been greater.

The CartControl® solution by Gatekeeper Systems provides a forward-thinking answer to these growing concerns. Retailers have been grappling with the unintended consequences of abandoned carts for years, but CartControl® offers more than just cart containment. It redefines how retailers can actively support sustainability goals while optimizing their operations. Traditional methods of managing carts, often reactive in nature, simply don't address all the problems associated with cart loss. The fines, environmental degradation, and resource-intensive recovery services are issues that demand a more proactive approach – one that the CartControl® solution effectively delivers.

Abandoned carts present an environmental burden that many retailers may not fully appreciate until it's too late. Carts left to drift through neighborhoods and natural landscapes cause more than inconvenience. They contribute to urban blight, clog waterways, and require retrieval services that add costs and increase carbon emissions. Each time a fuel-powered vehicle is dispatched to collect stray carts, the environmental footprint of the retailer grows. The CartControl® solution changes that dynamic. By containing carts within a defined perimeter, it eliminates the need for these recovery services, reducing unnecessary transportation emissions and aligning with eco-friendly operational strategies.

The financial savings from avoiding municipal fines are immediate, but the long-term value of

CartControl® lies in its contribution to a retailer's environmental sustainability. By keeping carts on a retailer's property, it prevents the damage and theft that typically result in frequent cart replacements. This reduction in turnover translates into less energy and material consumption for manufacturing new carts, helping retailers conserve resources over time. The ripple effect of this simple but powerful solution reaches far beyond just keeping carts in place – it extends to reducing pollution, saving energy, and protecting natural habitats from the negative impact of abandoned carts.

Beyond the direct environmental benefits, the CartControl® solution enhances the customer experience. Retailers know that a lack of available carts can frustrate customers and negatively impact the shopping experience. With CartControl® technology in place, carts are always where they're needed, ensuring customer satisfaction while also supporting a reduction in unnecessary production. When carts are constantly lost or stolen, retailers must overproduce to compensate, leading to further waste. By securing their cart fleet, retailers can focus on efficiency, lowering waste and keeping customers happy without excessive manufacturing.

At Gatekeeper Systems, we're delivering useful technology and championing a more sustainable future for the retail industry. Our dedication to this cause has been honored with a Silver Medal from EcoVadis,

placing us in the top 15% of companies worldwide for sustainability practices. While we're proud of this recognition, it mainly highlights our belief that transparency and ethical governance are key for sustainability. Our CartControl® solution embodies this philosophy by helping retailers decrease waste, reduce emissions, and foster better community relationships – while improving operational efficiency.

Looking ahead, it's essential for retail leaders to prioritize sustainability in their decisions. CartControl® provides a straightforward solution to one of the industry's longstanding challenges, allowing retailers to make a meaningful contribution to environmental sustainability.

This goes beyond just sidestepping fines or lowering operational expenses – it's about reimagining how retailers can operate in a way that promotes a healthier planet.

The moment for change is now. By integrating the CartControl® solution into your operations, you can set a new benchmark for sustainability and take a concrete step toward a better future. Let's take this step together, one cart at a time. To learn more about how Gatekeeper Systems' CartControl® solution can align your business with modern sustainability goals while boosting profitability, click here
To learn if your municipality has ordinances related to shopping carts, visit our helpful resource here

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.

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