



Purchek®

CASE STUDY

When you see a shoplifter push a cart full of unpaid merchandise out the door, it's easy to assume it is an isolated incident or merely a small loss of inventory. But this is rarely the case.

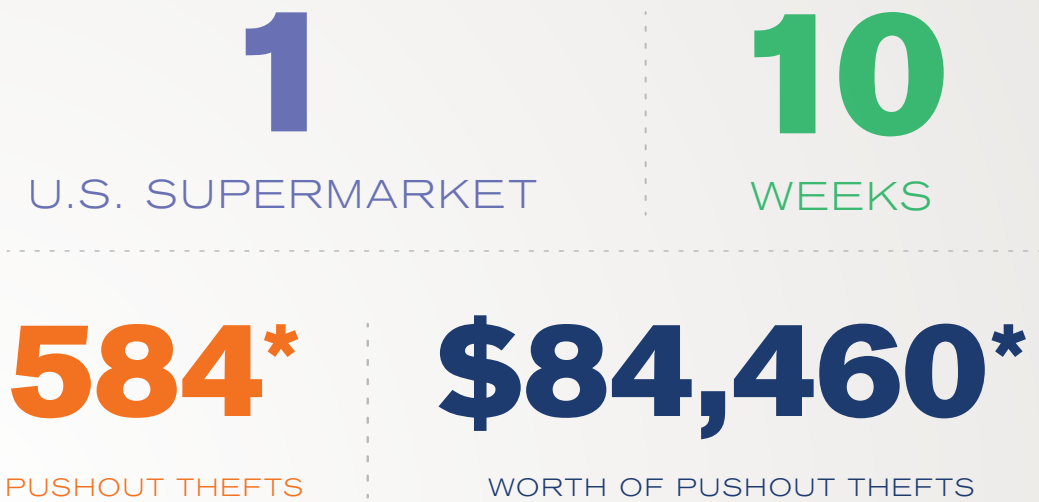
Pushout theft is real, and this form of shoplifting is far more frequent than most retailers realize. Gatekeeper Systems conducted a real-world, ten-week experiment in a major U.S. supermarket to prove this point.

The first seven weeks of the experiment were surveillance, focusing on the number of pushout thefts and each theft's value. The experiment's final three weeks measured success after PurcheK activation, using the same metrics; frequency and dollar value.

The results are quantifiable and alarming.

CASE STUDY NUMBERS AT A GLANCE

From the first day of system activation, Purchek turned **pushout theft attempts** into **pushout theft recoveries**.

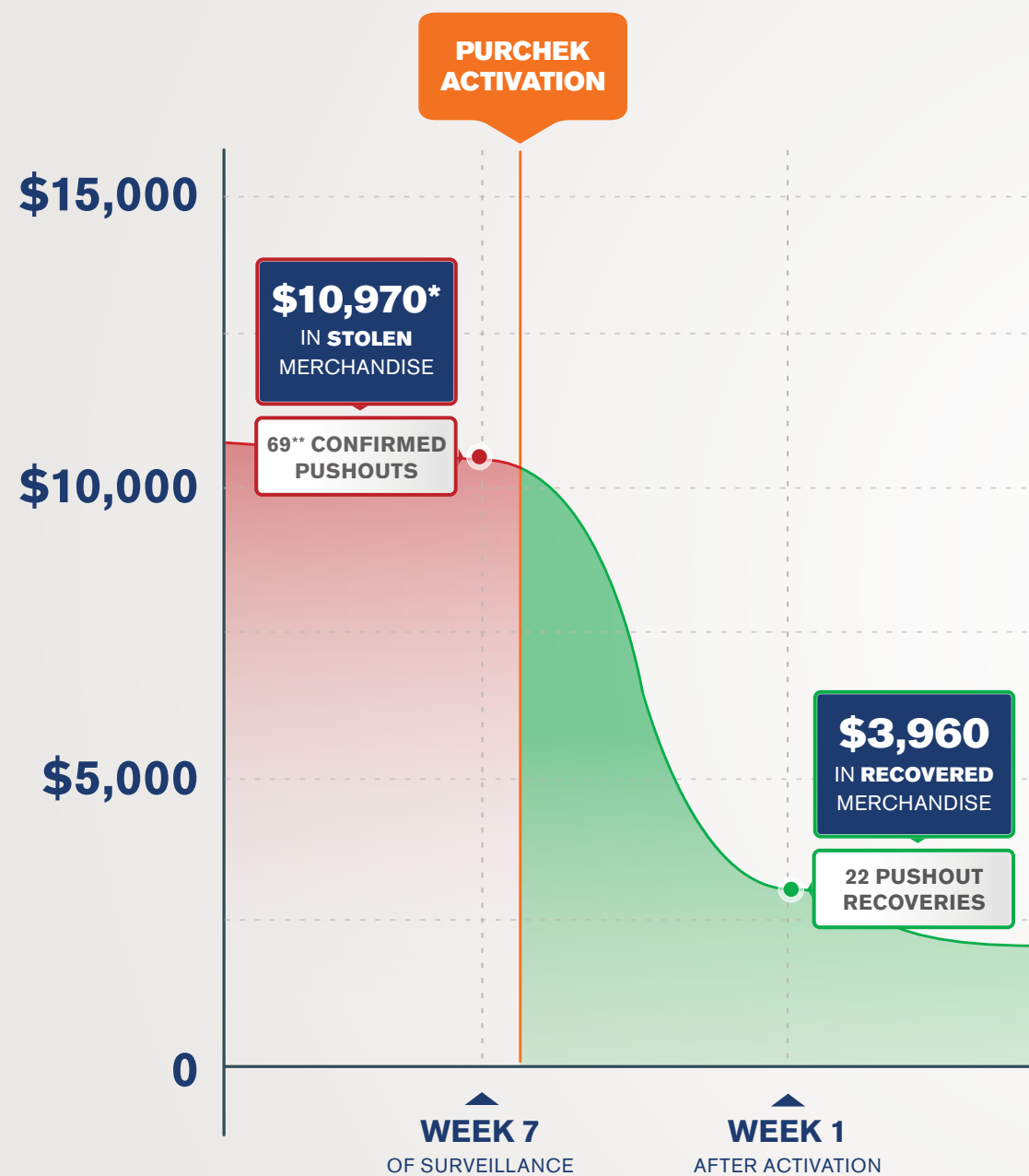


80%

REDUCTION IN
PUSHOUT THEFT

*Totals observed during first 7 weeks of surveillance, pre-system activation.





PURCHEK DELIVERS IMMEDIATE R.O.I.

Within the first week of PurcheK installation, pushout theft attempts were dramatically reduced, resulting in immediate savings.

- * During the seven weeks of Surveillance, **\$84,460** of merchandise was observed being stolen.
- ** During the seven weeks of Surveillance, **584** pushout thefts were observed.

Data Source: The data depicted in this graph was derived from a major U.S. Supermarket.



PURCHEK DELIVERS MEASUREABLE RESULTS

10 WEEK PERIOD

7 WEEKS OF SURVEILLANCE & 3 WEEKS OF ACTIVATION

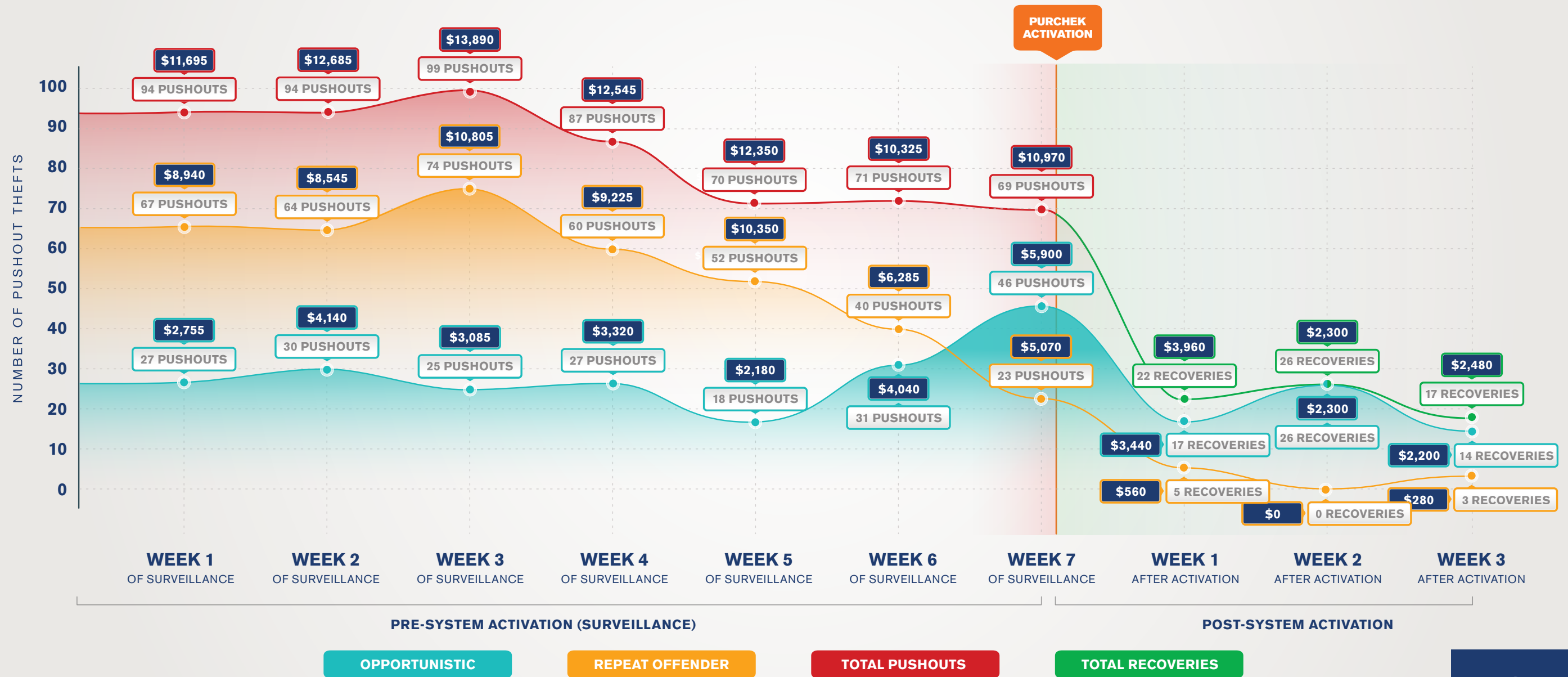


Data Source: The data depicted in this graph was derived from a major U.S. Supermarket.



CONFIRMED PUSHOUT EVENTS OPPORTUNISTIC* & REPEAT OFFENDERS

The effectiveness of the Purchek system is immediate. Note the significant reduction in the amount of pushout theft attempts *after system activation*.



*Opportunistic is defined as one-off pushout events as opposed to repeat offenders.

Data Source: The data depicted in this graph was derived from a major U.S. Supermarket.





GatekeeperSystems.com