



# ***purchek***<sup>TM</sup>

Your Edge In The Battle Against Pushout Theft



**STOP PUSHOUT THEFT IN ITS TRACKS WITH purchek<sup>TM</sup>**

The purchek<sup>TM</sup> system dramatically reduces cart-based theft by preventing shoplifters from pushing out carts full of merchandise. purchek<sup>TM</sup> leverages the GS Technology Platform to provide the only in-store anti-theft solution with an integrated locking wheel.

**VITAG**

securing your retail future

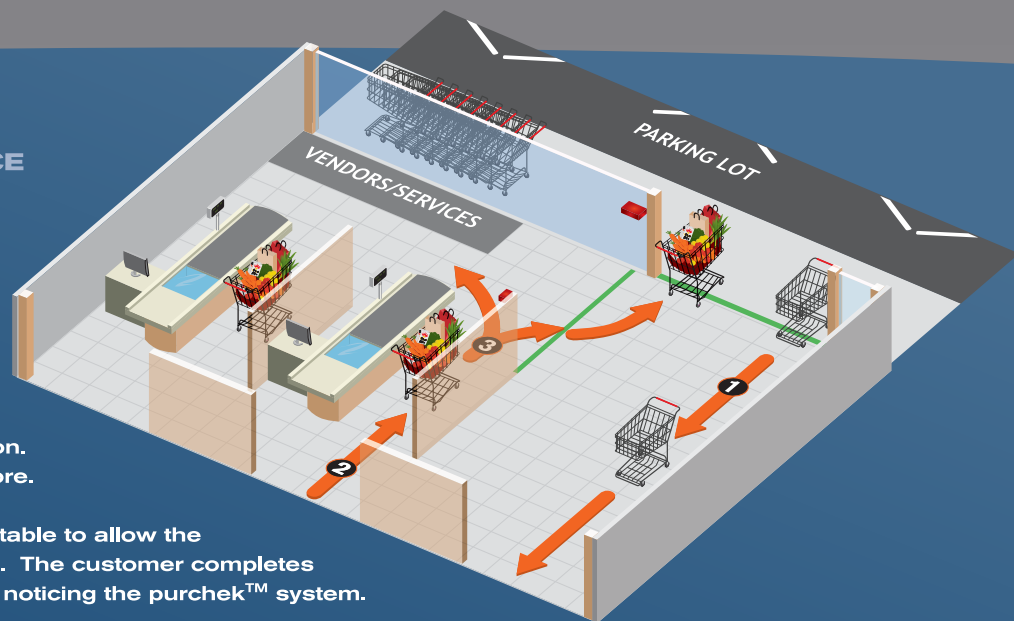
Pushouts are real—and the financial consequences are a substantial threat to your bottom line. Pushouts can cause the most significant economic impact among all types of shoplifting.

**It's time to stop your profits from rolling out the door.**



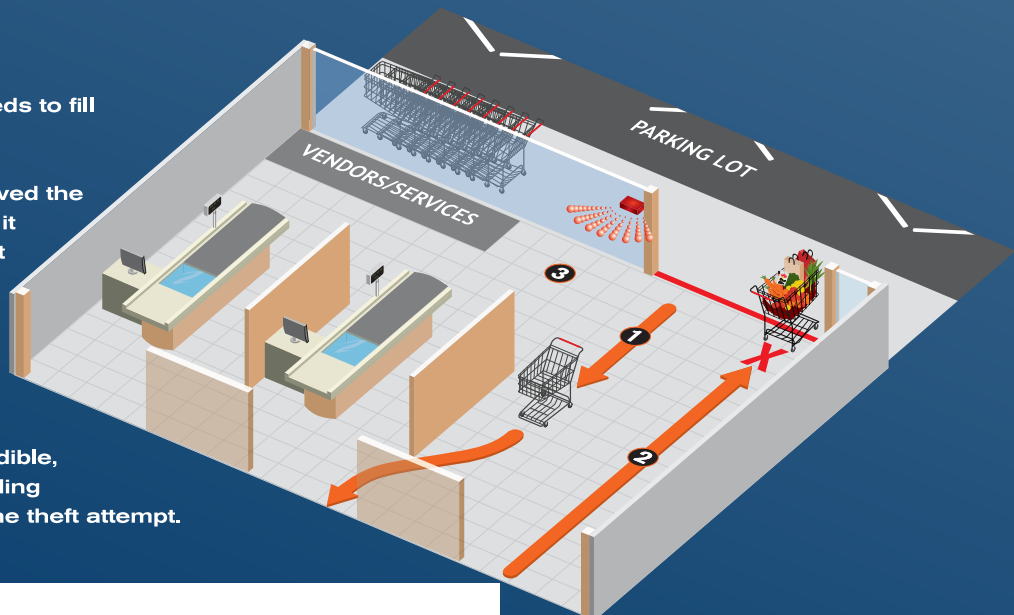
#### TYPICAL SHOPPING EXPERIENCE

- 1 As the customer enters the store, the SmartWheel self-locking shopping cart wheel receives entry permission, allowing the customer to shop for an unlimited amount of time.
- 2 After the customer purchases the goods and passes through a checkout, the SmartWheel receives exit permission. The customer is now free to exit the store.
- 3 The exit permission signal is fully adjustable to allow the customer to visit other in-store services. The customer completes their shopping experience without ever noticing the purchek™ system.



#### PUSHOUT THEFT ATTEMPT

- 1 A shoplifter enters the store and proceeds to fill their cart with merchandise.
- 2 Because the SmartWheel has not received the exit permission signal, it will lock when it comes within range of the lock signal at the exit – disabling the cart.
- 3 An instant before the SmartWheel locks, it automatically triggers an alarm, alerting store personnel when and at which exit the theft attempt is occurring. Retailers may choose an audible, visual, wireless network or event recording notification to alert store personnel to the theft attempt.



**VITAG**

AU Vitag Pty Ltd • 1300 551 662 [www.vitag.com.au](http://www.vitag.com.au)  
NZ Vitag Security Solutions • 0800 736 352 [www.vitag.co.nz](http://www.vitag.co.nz)

securing your retail future 