gateway

PRODUCT CATALOG

ABOUT US

Years of experience in electronic article surveillance combined with great design, reliable products and local knowledge with an international perspective – are all parts of the Gateway success.

- Manufacturer and supplier of complete anti-theft solutions for retail.

- Extensive experience used to guide you to the best solution for you.

- Made in Sweden.

- Comprehensive range of high quality antennas, detachers, deactivation equipment, labels, tags and store management.

Look for these symbols to see what is suitable for your business!

Recommended for Fashion stores

Recommended for Supermarkets

Recommended for Health & Beauty stores

Recommended for DIY stores

AM

Why AM?

Acousto-Magnetic (AM) antennas have a wider detection range than other types of systems which makes them ideal for larger shop entrances. Since AM technology works on a lower frequency than RF, it is perfect for use with liquids and metallic objects as there is less disruption of the signal.

How does it work?

A transmitter antenna sends radio pulses which charges any AM tag in its detection area. This causes the tag to emit its own signal which the receiver antenna listens for. Therefore, the system is referred to as acousto-magnetic – "acousto" being derived from the Greek word for hearing. If the frequency known to be emitted by the tag is picked up by the receiver, then the alarm sounds.

AM is preferred by

- Department stores
- Electrical goods stores
- Cosmetics and perfume retailers
- Hardware stores

Retailers using Gateway AM systems include:

M&S EST. 1884   KICKS   M   SELFRIDGES&CO   clas ohlson

PLEXI

PREMIUM

SILVER

1.

Antennas as marketing tools

Take advantage of the visibility of this area. Sell this space to a supplier or use it yourself for promotions.

2.

Antennas as part of the store environment

Use your antennas to inform your customers how to get around your store.

4 ways
to use EAS
to support
your brand

3.

Antennas as part of the interior design

Match your antennas with your brand colors to tie together your interior design.

4.

Antennas to enhance your brand

Brand your antennas with your etched or printed logo to further strengthen your brand.

Store Protect
SILVER

- Classic design
- Long-time Gateway favorite
- Great detection range

Store Protect
SILVER XL

- Large entrances
- Popular with supermarkets
- High customer flow

Store Protect
SOLO & SOLO XL

- Narrow entrances
- Cost-efficient
- In-built electronics

"Since we integrated remote service in all our Store Protect antennas, response times have been faster and our customers have saved money."

– Mikael Widén, Gateway Technician

Store Protect
PLEXI

- Transparent
- Preferred by fashion retailers
- Can be extended for optical stores

Store Protect
PLEXI XL

- High customer flow
- Large entrances

Store Protect
SOLO & SOLO XL

- All electronics built into the antenna
- Maximize space
- Cost-efficient

"Our top priority is always to make our customers happy – whether that is by customizing a special solution or checking in to make sure everything runs smoothly."

– Sara Forslund, Sales & Service Coordinator

Store Protect
PREMIUM

- Sleek and stylish
- Popular with fashion and cosmetics retailers
- Premium antenna for premium brands

Store Protect
PREMIUM XL

- Higher customer flow
- Larger detection area
- Adaptable in color & print

Store Protect
PREMIUM MDG

- Proactive loss prevention
- In-built metal detection

"We test all systems so carefully at the factory, that I am not at all surprised that more than 99% are error-free"

– Carin Gustavsson, Final Testing and Assembly Operator

WHAT? The Gateway Store Protect Concealed antenna is a built-in antenna under the floor. It functions with AM technology and can be integrated with our passive loop antenna for extended detection.

WHY? To prevent your entrance from looking crowded or busy. The Concealed antenna leaves your entrance open and spacious without compromising anti-theft protection.

FOR WHOM? The concealed antenna is developed for new builds that have the desire and the possibility to hide the antenna prior to floor installation. It is perfect for the store front that wants an open space feel. This product is also for shopping malls and airports that have restrictions placed on them regarding their entrances. A hidden anti-theft solution that protects your merchandise.

Why RF?

RF technology is the most common type of EAS systems and is widely used by fashion retailers. However, the high frequency signals it uses makes it unsuitable for protecting liquids and metal items which effectively weaken the signal and prevent the alarm from triggering. For these types of products, AM or EM technology is preferred.

How does it work?

RF tags contain a tiny electronic circuit and antenna. When it senses a particular frequency – the one sent out by the transmitter antenna in the store exit – it responds and this response is picked up by the receiver antenna. When this happens, the alarm is triggered.

RF is preferred by

O Fashion retailers   O Supermarkets

Sites with Gateway RF systems include
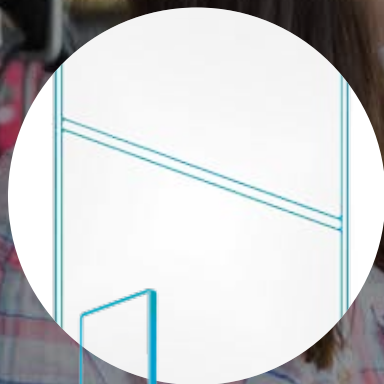
LINDEX   worten   © CONTINENTE   ▲ BERG   MO

FUSION

PREMIUM

EVOLUTION

Fashion

Shoes
Accessories
Jewelry

Supermarket

Wines & spirits
Tobacco
Fresh meat

Did you know?

Items most
vulnerable to theft

DIY

Batteries
Mobile accessories
Electric tools

Health & Beauty

Razors
Make-up
Perfume

Designergate
FUSION

- Popular with fashion and cosmetics retailers

- Neat and discreet

- Modern plexi design

Designergate
PREMIUM

- Popular with fashion and cosmetics retailers

- Premium antenna for premium brands

- Sleek and chic

Designergate
EVOLUTION

- Classic design

- Small store favorite

- Cost efficient

Let's be creative
– make your antenna your own!

You can adapt your antennas in multiple ways. The Store Protect
Premium has side panels customizable to any color you like
– the sky is the limit. If you prefer you can have your logo
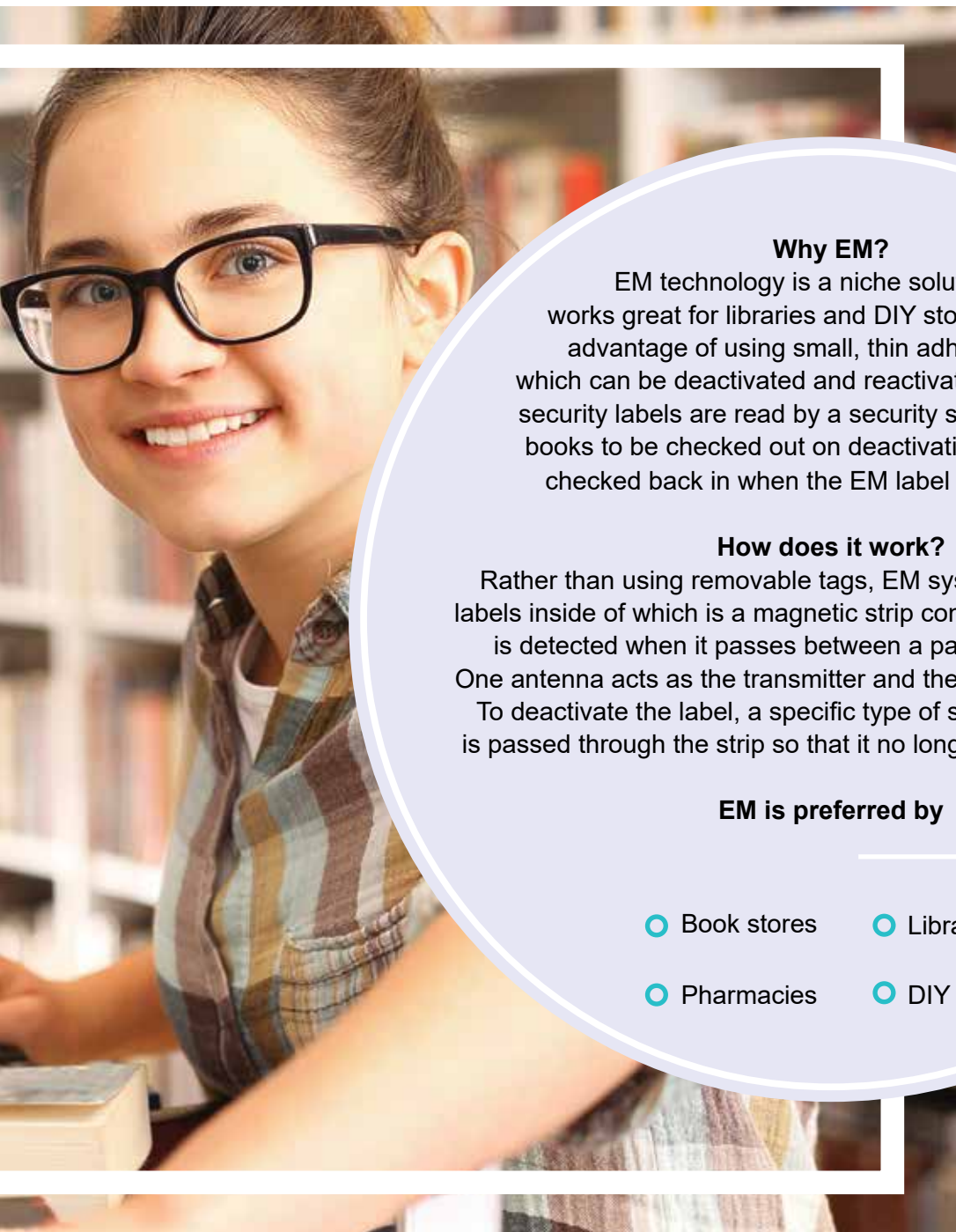printed on the sides instead to brand your store further.

On our Fusion antenna you can have
your logo etched onto the side.
To have it stand out even more
add a prisma function and have
the logo lit up in your
brand colors.
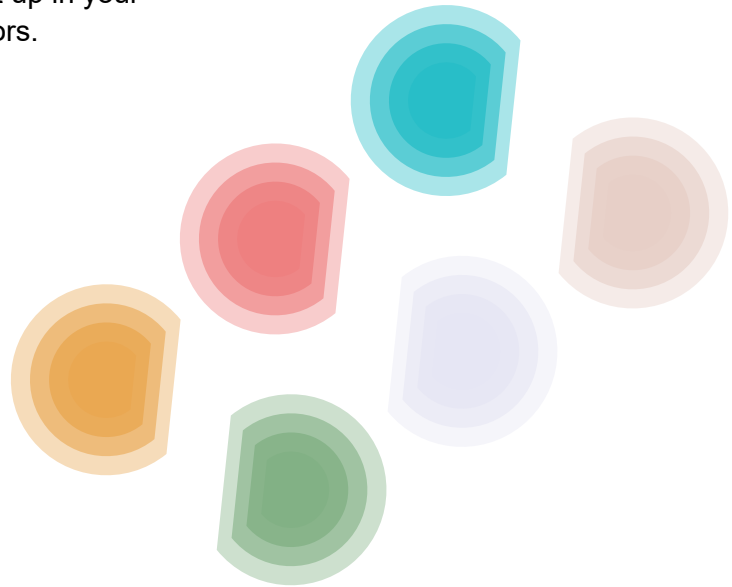
Choose the color you like to complement your store and brand

EM

Why EM?
EM technology is a niche solution that
works great for libraries and DIY stores. It has the
advantage of using small, thin adhesive labels
which can be deactivated and reactivated. The discreet
security labels are read by a security scanner, allowing
books to be checked out on deactivation and the later
checked back in when the EM label is reactivated.

How does it work?
Rather than using removable tags, EM systems use adhesive
labels inside of which is a magnetic strip containing iron. This strip
is detected when it passes between a pair of EM antennas.
One antenna acts as the transmitter and the other as the receiver.
To deactivate the label, a specific type of strong magnetic field
is passed through the strip so that it no longer triggers the alarm.

EM is preferred by

O Book stores   O Libraries

O Pharmacies   O DIY Stores

EM SILVER   EM PLEXI

• EM has the tiniest labels of all three technologies

• Great for tagging items made of metal

• EM labels can be reactivated upon product returns

• Perfect for lipsticks, pill containers, jewelry and other small packages

• Antennas come in high-quality plexi or silver design

Electromagnetic fields were first discovered in the 19th century. Rudimentary transmitters and the associated receivers were as exciting to people in the early 20th century as the Internet is today.

The necessary accessories

Deactivators
For labels a deactivator is required at checkout. There are deactivators for single or double checkouts, low-high frequency.

Detachers
Detachers for hard tags come in different shapes. Multifunctional, with super-strong magnets or special for the super-safe concept tag.

Body scanners
To be able to search someone without interfering with their personal integrity the body scanner comes in handy.

Anti-climbing screens
Discreet plexi sheet to prevent antennas from being climbed upon. *Available for all variations of Store Protect Silver.*

Buffers
Protects antennas from being damaged. *Available single or double sided.*

Ad holders
Add advertisements to the antenna. Changeable when needed.

MDG – When you want to be one step ahead

WHAT? MDG stands for Metal Detection Gateway and can be utilized in both AM and RF antennas without any additional equipment.

With silent alarm store personnel will be informed about risk of potential shoplifting with metal foiled bags.

WHY? The average shoplifter has developed more sophisticated methods to steal from your store. To be one step ahead we had to develop new countermeasures to decrease store losses.

Invisibly integrated into the antenna, MDG provides you with the advantage of knowing first if someone has entered your store with prepared foiled bags. A reliable and cost effective solution at your service.

"The MDG addition to our RF and AM antennas is a very exciting complement. In-house development and state-of-the-art solutions at your service"
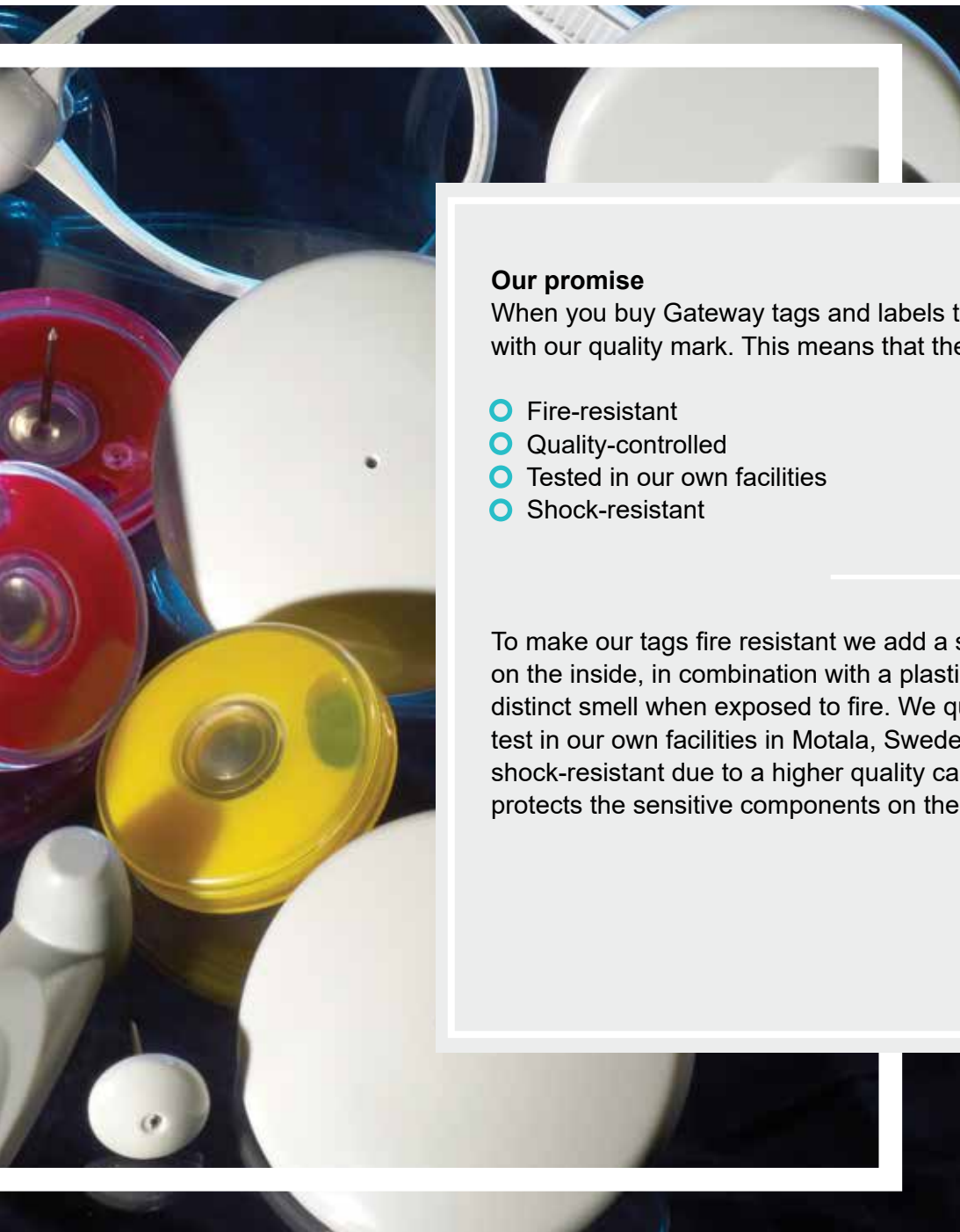
– Grzegorz Wisniewski, Head of Research & Development

Hard tags
Labels
Multi-alarms

Our promise
When you buy Gateway tags and labels they come
with our quality mark. This means that they are:

- Fire-resistant
- Quality-controlled
- Tested in our own facilities
- Shock-resistant

To make our tags fire resistant we add a special metal foil
on the inside, in combination with a plastic that gives off a
distinct smell when exposed to fire. We quality control and
test in our own facilities in Motala, Sweden. The tags are
shock-resistant due to a higher quality casing which
protects the sensitive components on the inside.

AM|RF

Hard Tags

AM RF — **Concept tag**
Available in black, white & ink

AM RF — **Galaxy Midi**
Available in grey & black

AM RF — **Polar tag**
Available in grey, black & ink-top

AM RF — **A3 / R3 tag**

AM RF — **Bottle tag**

AM RF — **Optical Slim**
Optical protection

AM RF — **OP1 & OP2**
Optical protection

RF — **Slim tag**
Available in grey or black

RF — **Minisquare**

"The concept tag is revolutionary for shrinkage, proven to reduce losses by 66%"

– Daniel Engmark, Product Manager Consumables

AM|RF
Multi-alarms Lanyards

(AM) (RF)

Multi-alarm
V4

(AM) (RF)

Alarming hard tag

(AM) (RF)

Multi-grip
Available in small, medium & large

Lanyards
Available in one or two loops

AM|RF|EM
Labels

(AM)

Label
Available in black, white, barcode

(AM)

Insert label
Available in white

(AM)

Cover label
Transparent

(RF)

Cosmetic label
20 x 65 mm

(RF)

Label 40x40 or 50x50
Available in barcode, black or white

693 006036 08200693

(RF)
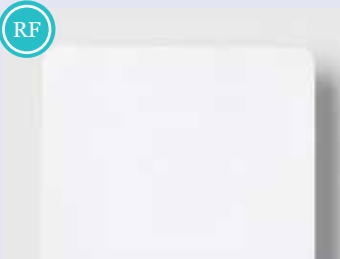
Label 40x40
Frozen food

(EM)

SSDW Label
Transparent

Store Assist

WHAT? A Gateway product developed for retail stores to optimize valuable square meters in the fitting room area. StoreAssist helps you offer a more on-time assistance service, identify potential thefts in the fitting rooms and manage queuing to the same area.

HOW? Two sensors are mounted in the fitting room, sensing if there is a person there. This sensor sends a signal to a monitor that shows which fitting rooms are occupied. The sensor can be installed with a help button if desired so customers can press for assistance for different sizes or styles.

10%

of people browsing the sales floor are likely to buy*

67%

of people who use the fitting room are likely to buy*

You will need two sensors for every fitting room. These can include assistance button

You will see a map of your fitting room area

11	12	13	14
8	9	10
5	6	7
4	3	2	1	15

VACANT   OCCUPIED

You will get notifications sent to your smart device

SERVICE!
Fitting room no. 10 has asked for assistance.

ALERT!
Fitting room no. 5 has exceeded the limitations of occupation!

ALERT!
Fitting room no. 2 has a magnetic device in the room!
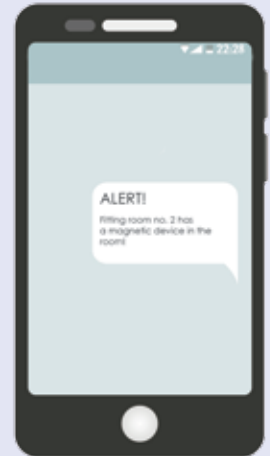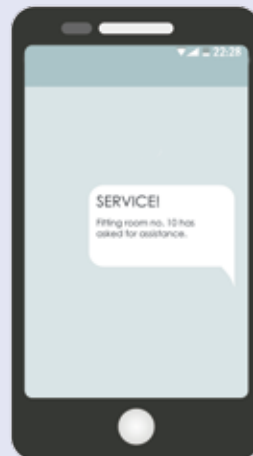
WHY? Improved customer experience and stronger security presence, both working in harmony.

○ **Increasing sales** through excellent customer service; customers who receive assistance in the fitting room spend on average **three times*** more than those who only browse.

○ **Increasing customer and brand loyalty** by proactively helping your customers when they need you.

○ **Streamlining your queuing system** by allowing customers to see which fitting rooms are available.

○ **Decreasing shrinkage** by having a better overview of your fitting rooms. Notifications can be sent out to staff when a customer has been in a fitting room for a lengthy time period (linked to your agreed tolerances).

○ **Gaining valuable statistics** about your customers' buying behaviors. How many of those who visit the store that try things on, and how many of these who makes purchases. Data analytics will show trends, help manage resources and give you information to make informed decisions that will have a positive impact on your business.

FOR WHOM? Many retailers within the apparel industry can benefit from StoreAssist. It works especially well for:

○ **Lingerie stores**, where the effort to change size/style without help from staff is great.

○ **High-end stores**, where your customers expect excellent service.

○ **Stores with many fitting rooms**, where the queuing must be streamlined in order to keep customers happy.

○ **Stores with shrinkage problems**, where shoplifters take advantage of the unmonitored space in the fitting room.
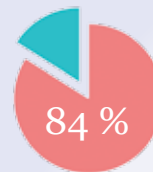
84 % **Have had difficulties getting assistance when in a fitting room.****

SPECIFICATIONS

TECHNOLOGY	PRODUCT	COLOR	LENGTH (MM)	WIDTH (MM)
AM	Controller	Silver	415	250
AM	Store Protect Plexi	Clear		428
AM	Store Protect Plexi Solo	Clear		428
AM	Store Protect Plexi XL	Clear		600
AM	Store Protect Plexi XL Solo	Clear		600
AM	Store Protect Premium	Black, Silver, Optional		303
AM	Store Protect Premium XL	Black, Silver, Optional		403
AM	Store Protect Silver	(RAL 9006)		430
AM	Store Protect Silver Solo	(RAL 9006)		430
AM	Store Protect Silver XL	(RAL 9006)		600
AM	Store Protect Silver XL Solo	(RAL 9006)		600
AM	Deactivator Dual	Silver	376	252
AM/EM	Deactivator Single	Silver	316	212
AM	Slim Pad	Grey	355	200
AM	Small Pad	Grey	250	180
AM	Compact deactivator	Grey	250	180
AM	Passive deactivator	Black	157	111
AM	Bodyscanner	Black	228	118
AM	Remote Service controller Basic	Clear	135	82

HEIGHT (MM)	THICKNESS (MM)	THICKNESS AT BASE (MM)	NET WEIGHT (KG)	POWER CONSUMPTION (W) (W/ACTIVE ANTENNA)
83			7.00	
1562	20	140	19.05	15
1562	20/26	148	20.50	18
1563	20/26	140	25.20	15
1563	20/26	148	26.50	18
1550	50	54	9.00	15
1545	50	54	11.00	15
1585	32	148	10.65	15
1585	32	148	11.55	18
1585	32	148	12.50	15
1585	32	148	14.00	18
86			5.60	15
85			4.40	30
30			5.40	
54			3.75	
54			1.60	4
8			0.25	
46			0.60	
52			0.50	

SPECIFICATIONS

TECHNOLOGY	PRODUCT	COLOR	LENGTH (MM)	WIDTH (MM)
EM	Controller	Black	360	220
EM	500 Silver	(RAL 9006)	74/36	720
EM	700 Plexi	Clear	96/20	730
AM/EM	Deactivator single	Silver	316	212
RF	Fusion	Clear	140/20	345
RF	Powergate Fusion	Clear	140/20	360
RF	Premium	Black, Silver	50	303
RF	Deactivator DR6	Black	195	110
RF	Table Pad	Black	256	306
RF	Handheld deactivator	Grey		
RF	Scanner deactivator	Black	140 inre dim.	
RF	Scanner deactivator	Black	155 inre dim.	
RF	TDU	Black	240	140
RF	Power sync |||	Grey	80	40
RF	Bodyscanner	Svart	118	46

HEIGHT (MM)	THICKNESS (MM)	THICKNESS AT BASE (MM)	NET WEIGHT (KG)	POWER CONSUMPTION (W) (W/ACTIVE ANTENNA)
110			6.45	
1575	40	80	14.55	29-32
1506	20	96	27.25	29-32
85			4.40	30
1600	20	140	32.55	9-12
1600	20	140	16.25	6
1550	50	54	14.40	9-12
42			1.10	5/pad
13			1.50	
			0.15	
120 inre dim.			0.25	
160 inre dim.			0.25	
50			1.20	
20			0.05	
22			0.35	

SERVICE

FLEXIBILITY

TECHNOLOGY
AM|RF|EM

MADE IN
SWEDEN