

# Press release

LEONBERG, 13. JANUARY 2021

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## GEZE Counter: smart customer flow and admission control

**GEZE Counter offers operators of commercial properties or retail stores an optimum alternative to staff resource-intensive access and customer flow control. Discounters, DIY stores, department stores and furniture shops have been particularly hardly hit by the strict regulations for customer flow control triggered by the pandemic. To control admission, many retailers rely on external security forces or leave access management to their own sales staff. With GEZE Counter, the door and safety specialist GEZE offers a structural solution that significantly relieves the burden on sales staff, and that is easy to implement.**

### **Stress-free admission control as a success factor**

With the maximum number of customers per square metre in large retail spaces frequently changing at short notice, smart solutions for access management to stores are essential. GEZE Counter connects admission control and customer flow control intuitively. Simply connected to the traditional functions of automatic sliding doors, the GEZE Counter solution enables the flow of customers to be controlled effectively. If pre-defined limit values are exceeded, the door automatically denies further access. The next customers are admitted only when people have left the store or the space. Store operators can thus also avoid crowded aisles and long queues at the checkouts.

### **How GEZE Counter works**

GEZE currently offers GEZE Counter in two versions: GEZE Counter connect and connect Extension. The overall GEZE Counter connect system is based on an automatic sliding door system that is already equipped with activation and safety sensors. GEZE Counter connect comprises a combination of the door connection and a counter management system. The components available for this are: a pre-programmed Logikbox, counter sensors in the entrance and exit area as well as a people tracking software. An override switch is also provided to enable manual override of the counting system. GEZE Counter connect Extensions also includes elements which, like a traffic light, signal whether the door is being opened.



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### GEZE Counter as a marketing resource

As well as the core function, operators can generate occupancy reports at any time via the data recorded in the system: for example to better control the deployment of staff or use advertising to even out capacity across opening hours.

Detailed information about the function and application of GEZE Counter is available at <https://www.geze.de/de/entdecken/themen/einlasskontrolle> und auf <https://www.youtube.com/watch?v=NwzPo2RjPy8>.

Further information:

[www.geze.de/en/newsroom/press-kit-bau-2021-overview-of-geze-highlights](http://www.geze.de/en/newsroom/press-kit-bau-2021-overview-of-geze-highlights)

### ABOUT GEZE

GEZE is an innovative global company for products, system solutions and comprehensive service for doors and windows. The specialist for innovative and modern door, window and safety technology uses its thorough industry and professional expertise to achieve outstanding results that make buildings more liveable.

GEZE employs more than 3,100 people worldwide. GEZE develops and manufactures products at our headquarters in Leonberg. The company has additional production sites in China, Serbia and Turkey. With 32 subsidiaries all over the world and 6 branch offices in Germany, GEZE offers outstanding proximity to our customers and excellent service.

## Contact

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