



Case Study | purple

Purple, the Iconic Mattress Innovator and Manufacturer, Prioritizes Employee Safety with Evolv Technology

Purple

Goals

- Reduce likelihood of a weapon getting into a Purple manufacturing facility
- Screen hundreds of employees in the minutes during shift changes
- Find a security solution that integrates with their Milestone VMS system

Outcomes



Screened approximately 300 employees in approximately five minutes during shift changes



Provided efficient entry that helped address concerns about employee tardiness due to security delays



Helped reduce risk of a weapon entering company facilities



Improved security posture by integrating Evolv into other security technologies

Security Concerns Spark Action

Although Purple, the mattress company, is dedicated to helping customers enhance their sleep quality, Heather Beasley faced sleep challenges herself after taking on the role of Security Manager there in 2022. With extensive experience in law enforcement and private security, the possibility of a weapon in one of the company's manufacturing facilities was a perpetual concern. "Our manufacturing space is very open, and news of workplace violence and use of weapons elsewhere gave rise for concern. We've had a few close calls where weapons made their way into a facility—and this was something we wanted to prevent."

Traditional Screening Falls Short

Installing traditional walkthrough metal detectors wasn't an option. "I've done extensive research on metal detectors previously," Beasley notes. "I knew their cost and capabilities and their ability to screen a 300-person shift in a very small window of time. They simply wouldn't work." Workers aren't willing to stand in line for security screening or be deemed late for their shift because of inefficient and slow security screening.

Purple Chooses Evolv Express®

During the final selection phase, Stone Security showcased an Evolv Express system at a Utah security event. Timm Tippetts, Purple's account manager at Stone Security, was confident Evolv would suit Purple's warehouses. "We've been working with Purple since 2019. Because of their fast growth, Purple needed an integrator to help implement a security standard," Tippetts says "At Stone we offer an open platform best-of-breed approach with carefully selected technology partners. Evolv fit in perfect with Purple's need for warehouse security screening and were excited to see the Express® weapons detection system demoed at our Salt Lake City Tech Summit where Evolv presented."

About Stone Security

Stone Security delivers innovative global solutions in surveillance, access control, and intrusion detection. Our goal is to be the world's most trusted security integrator.

"This is a fairly significant purchase, but the review and approval was relatively fast and easy ... I frankly didn't need to do much convincing."

– Heather Beasley, Security Manager, Purple



"They had [the Purple team] put the [test] guns in their backpacks, in their belts, on their ankles, on their shoulders so they could see how the alarm worked and how the red box on the Flow Control tablet marked the location of the weapon on the person's body or backpack."

– Heather Beasley, Security Manager, Purple



Training and Deployment Success

A Purple chose its Georgia facility for the Express system's initial launch. Beasley recalls that "... the Evolv team provided our security staff with online videos for initial training. Then, on the day of deployment, ... [we received] hands-on training." Before the go-live, Beasley told employees about the change and what to expect. That same day, "the Evolv Customer Success Manager gave our team hands-on training. This included equipping them with 'dummy guns' that they could use when simulating walkthroughs. They had them put the guns in their backpacks, in their belts, on their ankles, on their shoulders so they could see how the alarm worked and how the red box on the Flow Control tablet marked the location of the weapon on the person's body or backpack." Beasley recounts.

Her goal was to ensure a smooth transition, particularly during the short window between personnel shift changes. Express's compatibility with Purple's broader technology stack helped facilitate the transition. "We have over 750 Milestone security cameras and all employees have badges that must be read for entry," Beasley says by way of example. Purple plans to integrate the Evolv technology with the Milestone system to facilitate incident decision-making.

"Evolv can scale to screen hundreds of employees a few minutes before shift changes."

- Heather Beasley, Security Manager, Purple

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Scalable Security for Manufacturers

The visual analytic dashboards from Evolv Insights are also on Beasley's roadmap. "We want to understand when employees are going through security screening as compared to shift changes, what objects are setting off alarms, and what weapons are being detected."

Beasley believes Evolv Express is a true game-changer for manufacturers, for whom "traditional walkthrough metal detectors simply won't work... Hourly blue-collar workers aren't going to show up 15 or even 30 minutes before their shifts start to wait in line to pass through security. ... Evolv can scale to screen hundreds of employees a few minutes before shift changes." This ultimately helps the Purple team keep weapons out of their facility without significantly delaying employees from clocking in.

Contact us to learn more.

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