



Case study | purple®  stone
SECURITY

Purple, the Iconic Mattress Innovator and Manufacturer, Helps Employees Sleep Better at Night with Evolv Technology

Purple Innovation, LLC

OPENED: 2015

HEADQUARTERS: Alpine, Utah

LOCATIONS: 4 (Utah and Georgia)

EMPLOYEES: 1,500+

PRODUCT: Mattresses with GelFlex Grid Technology

WEBSITE: www.purple.com

Solution Snapshot

Goals

- Dramatically reduce the likelihood of a weapon getting into a Purple manufacturing facility
- Enable employees to focus on work and feel a sense of safety while on site
- Screen hundreds of employees during shift changes in a matter of minutes
- Provide an unintrusive screening process with a low nuisance alarm rate
- Easy-to-learn, easy-to-use security screening that avoids security guard fatigue
- Brand security screening and promote safety for HR recruitment

Solution

People

- Purple team attended an event at an Ohio stadium, where they were able to experience the Evolv Express® system in action
- Partnered with teams at Evolv and Stone Security to deploy, configure, and train staff at the entrance of a manufacturing warehouse
- Provided day-of-deployment and ongoing support

Process

- Evolv Solutions Engineer configured and deployed 1 single-lane Evolv Express system
- Provided Purple security team with access to the Evolv Academy for virtual training videos to educate employees on the rollout of the Express system
- Trained security staff onsite prior to the deployment of the first Express system
- Train principal stakeholders on using Evolv Insights analytics

Technology

- 2 Evolv Express Single-lane Systems
- Evolv Cortex AI®
- Evolv Insights®

Outcomes



Screened over 300 employees during shift changes in approximately five minutes



Achieved lower nuisance alarm rate than walk through metal detectors



Received positive responses from employees who can focus on their job and not worry about their safety



Ensured that no employee who arrives on time is late to clock in for their shift due to security delays



Greatly minimized risk of a weapon being used in one of the company's facilities



Bolstered brand reputation and recruitment of new workers



Improved security posture by integrating Evolv into other security technologies



During her search for a new weapons screening solution, Heather Beasley, Security Manager at Purple, knew that she had to find technology that contributed to a safer environment without impacting warehouse ingress. Workers aren't willing to stand in line for security screening, as only once they pass through security can they clock in for their shift. Being deemed late for your shift as a result of inefficient and slow security screening, and possibly having pay docked as a result, was not something workers were willing to accept. With Evolv, Beasley is able to foster a safer working environment while ensuring that no employee is late clocking in to their shift because of security.



Innovative Purple Technology Enables Better Sleep

Back in 2015, two brothers in Utah, Tony and Terry Pearce had a vision to take the cushioning technologies that other companies had licensed to make wheelchairs, shoes, and medical devices and turn them into a transformative mattress to provide a better-than-best sleep solution.

The company Purple was born with this premise in mind. Purple manufactures the only mattresses in the world with GelFlex Grid technology, a hyper-elastic material that reduces pressure, provides support and instantly adapts as a person moves—all without trapping body heat.

Threat of Weapons “Keeps Security Up at Night”

While Purple enables its customers to get a great night’s sleep, Heather Beasley found that she was unable to do so when she first arrived at the company as Security Manager in the summer of 2022.

She had spent 13 years in law enforcement and then several more years in private security before coming to Purple, and the possible use of a weapon being brandished and used in one of the company’s manufacturing facilities was keeping her up at night. “Workplace violence is a tangible reality,” she says. “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.”

“The Open AI capability of Evolv helps ensure that the Express system is not deployed in a silo but rather as part of a broader ecosystem.”

- Heather Beasley, Security Manager, Purple

Metal Detectors Couldn't Handle Their Needs

Installing walkthrough metal detectors in the Utah- and Georgia-based manufacturing sites wasn't an option for Beasley.

"I've done extensive research on metal detectors previously," she 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. While they might prevent weapons from coming into our environments, they couldn't do so in our specified window of time. Workers aren't willing to stand in line for security screening. Only once they pass through security can they clock in for their shift. Being deemed late for your shift as a result of inefficient and slow security screening was not something workers were willing to accept. The number one rule in any industry is that you never mess with worker's paychecks!"

“ The team quickly concluded that Evolv isn't another metal detector system but something completely different. Once our budget directors and GM saw the Evolv technology, they were all for it. The GM asked me when I showed it to him, 'Can we have it here tomorrow?'"

- Heather Beasley, Security Manager, Purple



About Stone Security

Stone Security is globally driving innovation in modern security with award-winning integration between surveillance, access control, and intrusion detection. Our mission is to become the most trusted and sought-after security integrator in the world.

Learn more at <http://www.stonesecurity.net/>



Evolv Express® Was a Game Changer

Beasley embarked on a search for an alternative approach.

"I did a Google search and found the Evolv Express system," she conveys. "I watched some of the videos on the Evolv website and filled out a contact form. Our Evolv account manager reached out to me, and we soon had an order logged."

The purchase decision process for Evolv was relatively straightforward for Purple. "This is a fairly significant purchase, but the review and approval was relatively fast and easy," Beasley says. "The Evolv largely sells itself. I frankly didn't need to do much convincing." Representatives from Purple attended an event at Ohio Stadium and passed through Evolv Express lanes there. "The team quickly concluded that Evolv isn't another metal detector system but something completely different. Once our budget directors and GM saw the Evolv technology, they were all for it. The GM asked me when I showed it to him, 'Can we have it here tomorrow?'"



In the final phases of the selection process, Purple's security technology provider, Stone Security, had an Evolv Express system on display at a security event in Utah.

Timm Tippetts, Purple's account manager at Stone Security, believed from the start that Evolv would meet the needs of the Purple 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."

Beasley wanted to ensure that before moving forward with the new technology, her team was fully on board. She brought several of them with her to get hands-on experience. "I decided to carry my firearm with me to see if it would be detected," she recalls. "When I walked through the Express lane, it set off an alarm. My team said, 'It hit on you!' and they had me walk back through it again. And once again, the alarm went off. The Flow Control tablet showed a box on my ankle, as I put it in an ankle holster. They eventually caught on and found it quite humorous. But it also made big believers in the technology. It was really awesome to show them the full capabilities of the system."

Purple Put Evolv Express to the Test Upon Deployment

Working with the Evolv Solutions Engineer and Account Manager, Beasley determined Purple's Georgia facility was the best option for the initial rollout of the Express system.

"We sent the Evolv team some photographs of the facility, and they helped us to configure the position and location for the Express system," Beasley says. "When it came to deployment once the Express arrived on site, the Evolv team provided our security staff with online videos for initial training. Then, on the day of deployment, 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."

In advance of going live with the Express system at the Georgia facility, Beasley made sure employees were aware of the change and what to expect. Her goal was to ensure as smooth of a transition as possible, particularly during the short window between shift changes. "I sent out an email and attached a YouTube video to all the employees at that site," she says. "I explained to them that Evolv technology is not a metal detector, and thus the screening process is unintrusive and easy. We highlighted what items might set off alarms and instituted a process for laptops."

“

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Excited Responses from Security Staff

The response from the security staff at the Georgia facility was very positive, according to Beasley.

"We have 21 security personnel, all in-house, at our Georgia site and another 21 in Utah. When we announced that we were going to implement the Express system in Georgia, one member of the team had prior experience with Evolv. She turned around to the rest of the personnel in the classroom and told them, 'You guys just wait until you see this; it is awesome!'"

Purple runs two 12-hour shifts six days a week at its manufacturing facilities. Every two hours, Beasley rotates security shifts. This means a security officer spends two hours in a position and then moves to another location. This keeps them alert and ensures they have a full breadth of understanding of security across the facility. "The response from the security team has been very positive," she conveys. "Even though we told them Evolv is not a metal detector, their initial expectation was that it would be a metal detector. But once they had a chance to operate the system, this perception completely changed."



People should be able to focus on their job and not worry about their safety. I don't want to catch people. I want to prevent them from bringing weapons into our facilities."

- Heather Beasley,
Security Manager, Purple



Evolv Open AI Integrates Express Into Broader Security Ecosystem

The Express system is part of a larger set of technologies Purple uses. Beasley explains that each of them serves as a layer—which results in enhanced security.

“We have over 750 Milestone security cameras and all employees have badges that must be read for entry,” she says. Purple plans to integrate the Evolv technology with the Milestone system to facilitate decision-making in the event of an incident.

“We’re also planning to add revolving doors to our facilities very soon, and our IT team will be building an API connection between them and the Evolv technology that will automatically lock the doors when a weapon is found,” Beasley says. “The Open AI capability of Evolv helps ensure that the Express system is not deployed in a silo but rather as part of a broader ecosystem.”

Preparing for Evolv Insights® Analytics

Beasley and her Evolv Customer Success Manager have plans to use Evolv Insights analytics data strategically in the future.

“We will use reports from Evolv Insights for monthly management reports as well as weekly—or even daily—reports used to manage efficiencies and hone our screening effectiveness,” she notes. “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.”



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Employee Feedback Is Overwhelmingly Positive

Employees have responded very positively to the Evolv Express system.

"I really enjoyed seeing them walk through the system," Beasley relates. "They would pass through the tower and then look around wondering what's next. They looked at the officer holding the Flow Control tablet and then at me as if they couldn't quite believe what they were seeing. Now, our employees are actually curious rather than frustrated when something does set off an alarm. They have been overwhelmingly positive."

Executive management at the Georgia site has been just as positive. For the GM who wanted the Express system the next day upon learning about it, he sees it as a game-changer. "He had worked at larger companies previously and brought up that we should use the Express to recruit new workers," Beasley says. "Indeed, our HR team is highlighting the Express system in some of their social posts to differentiate Purple from other manufacturers in the area. The branded panels on the Express tower are an extra plus as well. We take great pride in the Purple brand and maintain an unwavering commitment to employee safety."



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- Heather Beasley, Security Manager, Purple

Hourly Workers Don't Have Time To Spare

Beasley believes Evolv is a true game-changer in the manufacturing space.

"Walkthrough metal detectors simply won't work for manufacturers," she says. "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—and an intrusive screening process on top of it. In contrast, Evolv can scale to screen hundreds of employees a few minutes before shift changes. We're able to keep weapons out of our facility with Evolv without delaying employees from clocking in."

Purple Employees Can Sleep Better at Night

"People should be able to focus on their job and not worry about their safety," Beasley sums up.

"I don't want to catch people. I want to prevent them from bringing weapons into our facilities. Just as Purple enables people to sleep better at night, Evolv enables me and others from the management team to sleep better at night. That is the case in Georgia right now."





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