

**FOR IMMEDIATE RELEASE**

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## **Lori's Gifts Announces New Company Concept – GO Market by Lori's** *Introducing Autonomous Retail Convenience in Hospitals, Powered by AiFi Technology*

Lori's Gifts, the nation's leading operator of hospital gift shops, is proud to announce the launch of its newest store concept, GO Market by Lori's. Developed in partnership with AiFi, a global leader in AI-powered autonomous shopping solutions, GO Market by Lori's introduces a fully autonomous retail experience within hospital environments. This innovative concept allows hospital employees, patients, and visitors to shop quickly and conveniently without the need for traditional checkout lines. By combining Lori's Gifts' trusted service with cutting-edge technology, GO Market by Lori's redefines convenience in hospital retail, offering a seamless, secure, and efficient shopping experience 24/7.

AiFi's spatial intelligence technology is transforming the traditional hospital gift shop into a fast, frictionless retail environment. In response to the growing demand for smarter and faster retail solutions within healthcare settings, Lori's Gifts is integrating cashierless store locations where customers can now access gift shops at any time of day. Whether it's a nurse grabbing a snack during a late-night shift or a visitor purchasing a last-minute gift, the process is simple: customers tap a credit card at the entrance, shop freely, and walk out without waiting in line. AiFi's advanced AI technology automatically detects and tracks the items selected and securely charges the customer's card upon exit.

Through this innovation, Lori's Gifts is helping reduce wait times, optimize the shopping experience, and ensure that hospital employees, patients, and visitors can quickly and easily find what they need—whenever they need it.

The first GO Market by Lori's is now open at Medical City Decatur in Decatur, Texas. A second location is scheduled to open later this month at Mount Carmel Hospital in Dublin, Ohio, as Lori's Gifts continues to expand its commitment to delivering innovative retail solutions across the healthcare industry.

Lori's Gifts has fully integrated AiFi's platform with its existing systems, including real-time syncing of sales data into its ERP for efficient inventory and accounting operations. The stores also feature in-store iPads to capture customer email addresses and provide digital receipts, further enhancing the modern shopping experience.

Lori's Gifts plans to expand GO Market locations to additional hospitals in the coming months through its ongoing partnership with AiFi. This initiative builds on AiFi's growing presence in sectors where speed, autonomy, and accessibility are essential—including airports, universities, and sports stadiums. By bringing this technology into hospital environments, Lori's Gifts continues to innovate and lead the way in delivering smarter, faster retail solutions for healthcare communities.

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“Our GO Market model introduces the future of hospital-based retail—fully automated, badge and card secured, and designed for around-the-clock accessibility,” said Albert Ramos, Regional Vice President of the South at Lori’s Gifts. “This initiative represents a significant strategic investment that reflects our belief in high-touch service, enhanced access, and true convenience for healthcare employees and guests. It brings together the best of Lori’s—hospitality, innovation, and care—through a scalable, 24-hour retail solution focused on the needs of patients and hospital staff.”

One of the first GO Market locations is currently operating within the South Region under Ramos’ leadership, providing a glimpse into the future of retail convenience in hospital environments.

“We’re excited to introduce a new era in hospital retail—where innovation meets convenience and guest needs,” said Jennifer Dowd, Market Director at Lori’s Gifts. “The most exciting part is offering access during non-traditional hours, making it easier for hospital employees, patients, and visitors to find what they need, whenever they need it.”

Dowd is leading the launch of one of the first GO Market locations, helping to bring this new level of accessibility and service to hospital communities.

Jeff Gloor, President of Lori’s Gifts, shared how the new partnership supports the company’s broader mission by saying “At Lori’s Gifts, our vision is to be a trusted place for joy and support, and this partnership with AiFi helps us fulfill that vision in a meaningful way. By leveraging AI-powered technology, we’re able to keep stores open 24 hours a day, providing convenience when it’s needed most. This accessibility ensures that hospital employees and visitors can find what they need at any time, without disruption. Together with AiFi, we’re continuing to evolve and meet the unique needs of the hospital communities we proudly serve.”

“Hospitals are among the most time-sensitive environments, and our autonomous store solutions are designed to remove friction and offer real-time access to essentials,” said Steve Carlin, CEO of AiFi. “The partnership with Lori’s Gifts shares our commitment to creating seamless, accessible retail experiences, and we’re making it easier for hospital visitors and staff to find what they need—anytime, with zero friction. This collaboration represents a meaningful step in expanding the impact of cashierless technology where it can truly make a difference.”

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*Lori’s Gifts is a national operator of hospital gift shops with over 300 gift shops operating in hospitals across 39 states. Since 1982, Lori’s has been the nation’s leader in hospital gift shop management. For further information, please email: [hello@lorisgifts.com](mailto:hello@lorisgifts.com).*

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