SUCCESS STORY

Salmo Salar
ATLANTIC SALMON
Fishing gear : Beam trawls
Catch area : Norvegian Sea
£ 10,10/ Kg

- **CHALLENGE**
  Streamline and optimize the update of price tags

- **MARKET**
  Retail

- **APPLICATION**
  Price tag

- **EVOLIS SOLUTION**
  Primacy

STREAMLINED MANAGEMENT OF PRICE TAGS FOR AN IN-STORE FISH AND SEAFOOD SECTION

In today' world of retailing, change is a constant: prices fluctuate, products are sourced from various areas, while merchandising varies according to received goods. As a result, these changes add complexities to the recurring updating of product labels and tags. To optimize price tag management, the manager of a supermarket based in France introduced an innovative and smart solution for the fish and seafood counter. Based on the Primacy card printer, the new tag system boasts of benefits for an industry always on the lookout for first-rate efficiency and strong responsiveness.

This may seem surprising, but paper still reigns supreme for use as price tags in stores' fish sections, where water and ice are ubiquitous. For Philippe Germond, Supermarket Manager, the existing labeling system in the supermarket he manages was not very effective: "we used to print tags in offices located remotely from the fish counter. And because of the humidity, such tags deteriorated rapidly and needed frequent replacement. We were quite disappointed with this process that proved very time-consuming in our daily operations."

RESPONSIVENESS, TIME SAVINGS AND ENHANCED BRAND IMAGE

Facing this situation, Germond wanted a revamped process based on a simple, convenient and speedy solution. The Primacy card printer seemed to be the right fit. With its compact footprint, the printer could be seamlessly placed and operated in the premises of the fish store itself. Today, to account for changes (price, product origin and merchandising), staff issue tags on the spot, using a database that hosts all relevant information: product name, unit of measurement or fishing location. Updates are carried out in a jiffy, simply by capturing the modifications and issuing new tags, either individually or in runs. The fish section uses dual-sided card printing for stating transactional information on the tag's reverse side, such as a PLU (Price Look Up) code. Staff simply needs to capture that code on the weighing scale to instantly display the price of the purchased product.

In addition to its practical benefits, the Evolis-based price tag offers obvious benefits in terms of hygiene and attractiveness. "The plastic card has a smooth surface which makes it a hygienic option, as tags can be cleaned daily and in seconds, using a bactericidal product. Besides, we wanted to provide our fish section with a more authentic, homemade look and feel. With the Evolis solution, we have slate-like tags with information displayed with a hand-written type font" said Germond.

" **The solution is a true time-saver for my team in their everyday tasks.** "

Philippe GERMOND
Supermarket Manager
Super U, Angers Les Justices

TESTIMONY

Philippe GERMOND - Supermarket Manager,
Super U, Angers Les Justices

Compliance with the CMO EU regulation

The EU Regulation N° 1379/2013, called the CMO Regulation (Common Market Organisation of fishery and aquaculture products) came into force on December 13, 2014 across all European member countries. Applicable to all types of retail points of sale (from the corner shop to large hypermarkets), this regulation extends the scope of consumer-oriented information to be displayed, in a clear and accurate manner. Product tags are required to state the scientific name of the fish in Latin, the fishing method used as well as the geographical fishing area or sub-area.

HOW LONG DID IT TAKE FOR YOU TO HAVE THE SOLUTION UP AND RUNNING LIVE AFTER YOUR DECISION TO PURCHASE IT?

The timeframe was relatively short, as we were quickly convinced of the value of the solution. Ramping-up proved simple, as well as the printer's overall day-to-day operations. Our staff was quickly trained and fully functional in managing and delivering the required tags.

WHAT BENEFITS DO YOU SEE WITH THESE NEW TAGS?

First, I would highlight the ease of use and responsiveness when updating and printing price tags. Additionally, cleaning is made easy with this plastic support, which ensures foolproof hygiene. The solution is a true time-saver for my team in their everyday tasks, and we have managed to standardize on price tags that are appealing and very legible. Also, we can comply with applicable European regulations, by providing our customers with clear and unbiased information. With price tags that are more compelling and of high-quality printing, our fish section displays a standardized and neat layout that improves the overall customer experience.

HOW ABOUT EXPANDING THIS SOLUTION TO OTHER SECTIONS? IS THIS SOMETHING YOU CONSIDER?

We are very satisfied and, naturally, we are thinking of extending it to the meat and deli departments where updates are also very frequent. We are facing the very same issues there as well. It makes sense to capitalize on the Evolis-based price tag so as to be able to deliver all the necessary information to our customers, and at the same time ensure regulatory compliance.

EDIKIO - THREE NEW PRICE TAG SOLUTIONS

In March 2017, Evolis has launched three new all-in-one solutions for price labeling on plastic cards that meet the diverse needs of small, independent food retailers up to large retail outlets.

All Edikio solutions are comprised of card design software, a card printer, blank plastic cards and a print ribbon, enabling cards to be printed quickly and independently onto a plastic card. Price tags can thus be created at any time, directly at the point of sale, individually or in batches.

Evolis offers three solutions adapted to the needs of all food retailers:

Edikio Access, the affordable solution for single-sided card printing in credit card format for small volumes.

Edikio Flex, the flexible solution for printing price tags in long format as well as credit card format to fit different display needs.

Edikio Duplex, the advanced solution for double-sided and high-volume card printing. The reverse side allows for the display of information dedicated to the sales staff.

The printer operates just as easily as an office printer.

INTUITIVE AND INNOVATIVE SOFTWARE

The software, unique in the market, is the only one dedicated to price management and printing of price tags on plastic cards and has been specially designed for food professionals (butchers, bakeries, delis, caterers, fishmongers, …). All versions of the software are simple to use, customizable and allow the import of price data via an Excel file.

The most advanced version of the software, «Ediko Pro» available with the Edikio Duplex solution, is able to manage multi-user rights, a requirement of most large food retail outlets.

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