## SUCCESS STORY

**T-Bone Steak**
Black Angus    Herkunft: Australien
28,90 €/kg

- **THE CHALLENGE**
  Quick and efficient
  price tag labeling in supermarkets

- **COUNTRY**
  Germany

- **SECTOR**
  Retail

- **APPLICATION**
  Price tags

- **CLIENT**
  Monolith Group

- **EVOLIS SOLUTION**
  Edikio Price Tag Access

# MIX-MARKT IS MOVING TOWARDS A MORE EFFICIENT SOLUTION TO CREATE PRICE TAGS FOR ITS FRESH PRODUCE SECTIONS

**The Monolith group is one of Europe's biggest wholesalers specializing in importing products from Eastern Europe for retail in around 300 Mix-Markt supermarkets. Since 2018, 42 Mix-Markt stores in Germany have been using the all-in-one Edikio Price Tag solution from Evolis to label their refrigerated goods.**

Initially, Monolith's head office acquired an Evolis printer to issue its payment cards. The West region's representative then began investigating Evolis' other products, and was impressed by the all-in-one Edikio Price Tag solution for creating and printing price tags. It includes software especially designed for retailers, and allows users to issue personalized, plastic cards that are particularly well-suited to labeling fresh produce such as meat and fish. In December 2018, after a first successful trial run, Monolith West ordered Edikio Price Tag Access solutions from German wholesaler Identbase for the region's 42 Mix-Markt stores. A wonderful Christmas gift!

Before the arrival of the Edikio Price Tag Access printing solution, the fish and meat section labels were printed on paper before being laminated or inserted into a plastic holder placed on the display counters. The disadvantages of this solution were clear: The labels quickly soaked up blood or liquids as a result of the counters being cleaned with water on a daily basis. Almost all of the labels were then unusable as a result, and had to be reprinted regularly.

## INCREDIBLY SIMPLE PRINTED PRICE TAGS

Since Edikio Price Tag solutions were introduced, the meat and fish counter employees have been able to create and print in-store labels themselves, in a matter of minutes. The West region's head office handled employee phone training.

"Thanks to Edikio Price Tag solutions, making our labels has become a really straightforward process," says Alexander Keller, the Monolith West Sales Rep. "The software is easy to use and each supermarket's management team can choose their template from the library, before customizing the design, adding their logo and printing."

The Mix-Markt supermarkets use black cards specifically designed for food retailers*, printed in white with the company logo, product information, allergens and prices. On average, each Mix-Markt store uses between 80 to 150 price tags continuously in its fresh produce sections. Now, labels are only reprinted when product details or prices change.

"**Our brands spend much less time preparing labels and display units are much more visually appealing.**"

Alexander Keller,
Monolith West Sales Representative

## The Monolith group

Boasting a total of around 3,000 clients and 500 employees, the Monolith group operates across Germany and is one of Europe's biggest wholesalers specializing in importing and retailing products from Eastern Europe. Established in 1997, the Mix-Markt and Mini-Mix-Markt network of stores now has 295 subsidiaries across Europe. Its range of products includes over 4,000 different items and a wide selection of Eastern European specialties, as well as meat, cured meats and fish.
In Germany, the group is divided into five regions.



## CLIENT TESTIMONIAL
Alexander Keller, Sales Representative for the West region, Monolith Group

### Why did you choose Edikio Price Tag solutions?
I really like the idea of being able to print our own price tags on plastic cards. Not only do our stores spend a lot less time on preparing labels, our counters are also much more visually appealing, and these price tags are so much more hygienic than the old paper ones.

### What are the advantages of this system for your stores' employees?
We've received extremely positive feedback from our 42 Mix-Markt stores. The printers are easy to use, and are very fast and compact. Members of staff have been trained to use the software, and the latter offers some amazing customization features. The quality of printing on the labels is flawless.

## EDIKIO PRICE TAG: SOLUTIONS DESIGNED FOR RETAILERS

Evolis offers three all-in-one solutions for printing price tags on plastic cards. These solutions are designed to meet the needs of small retailers and major supermarket chains alike.

Each solution comes with design and price tag management software, as well as a printer, blank cards, and a printing ribbon that let users print plastic labels by themselves, as quickly as possible. This means price tags can be issued one by one or as a series, directly in-store.

- **Edikio Price Tag Access** - a compact all-in-one solution for printing small quantities of credit card-sized single-sided price tags.

- **Edikio Price Tag Flex** - a flexible solution for printing long and credit card-sized price tags that can be adapted to fit different display formats and layouts.

- **Edikio Price Tag Duplex** - an advanced solution for printing double-sided labels in high volumes. In-store information for employees can be printed on the backs of the cards.

The Edikio Price Tag solution comes with plastic cards and a printer ribbon to ensure you can get up and started immediately.

### INNOVATIVE, INTUITIVE SOFTWARE

Edikio Price Tag software is specifically designed for retailers (meat, bakery, grocer, deli and fish counters, and more). It allows users to print their price tags onto plastic cards. All versions of the software are easy to use and customizable, and data can be directly imported to the software from Excel.

The Edikio Price Tag Duplex solution includes software in its **Pro Edition**. It allows admin to manage rights for several users, as required by most big supermarket chains.

**www.edikio.com**