

# SUCCESS STORY



## A FRENCH BUTCHER ADOPTS A NEW LABELLING SOLUTION

For many years, the owner of the Gicquel butchers store in the French city of Guer had not updated his stock of price tags. When he discovered plastic card printers by French company Evolis in the catalogue of a specialist reseller, Christophe Gicquel then changed his whole labelling method.

Damaged and mismatched, the price spikes with adhesive roller strips used in his store were getting old, and the models available from his supplier had changed. Mr. Gicquel, who likes a “clean and harmonious” display, was unhappy with this untidy appearance. In addition, the new INCO law on the display of allergens and the origin of meat required additional printed tools to inform customers.

### PRICE TAGS REFLECT THE IMAGE OF THE STORE

“The image of my store is very important for attracting customers. With my old method of adhesive strips, I used to produce tags with different fonts because I couldn’t remember which one I had used before,” explains Christophe Gicquel. “With the new labelling solution Edikio Access, the font is always the same and the graphics for illustrating the products and allergens are attractive and clear.” The cleaning of the tags is also much easier with these washable cards because the text doesn’t come off.

### INTUITIVE CARD CREATION SOFTWARE

The Edikio solution comes with software that is innovative and unique on the market, offering the option to import an Excel file with the names and prices of the products. The software has price tag templates and graphics, so it’s very easy to create your own cards. You can update and print your price tags in just a few clicks.

“Once you get started, the software is intuitive and easy to use. It has everything you need, with lots of creation options,” says Christophe Gicquel.

Set up in his office at the back of the store, and plugged into his computer, the Edikio solution creates and prints black price tags imitating slate with white Edikio Chalk lettering for a chalkboard effect. This font was specially designed by Evolis to give the tag a traditional appearance. The printed card displays the name of the product, the price, the origin of the meat and the allergens using graphics that have especially been designed for this solution.

- **CHALLENGE**  
Comply with regulations and harmonize product labelling
- **MARKET**  
Retail
- **APPLICATIONS**  
Price Tag
- **EVOLIS SOLUTION**  
Edikio Access



“My customers have noticed the difference. They think the new product presentation is clean and harmonious.”

Christophe Gicquel,  
owner of Gicquel butchers





## ALLERGENS EXPLAINED USING GRAPHICS

After updating all the price tags for his 150 standard references, Mr. Gicquel now makes about 5 new price tags a week, particularly for the delicatessen products, which change regularly. Previously, these products were unlabelled, due to the lack of time. Having price tags that display the ingredients, now helps to increase the sales of his products.

Mr. Gicquel has realized that labelling is a real communication tool with his customers. It gives them the basic information in a reliable and legible way and allows them to then focus on personal recommendations. The display of allergens helps Mr. Gicquel and his staff to respond immediately to any requests, particularly about the presence of milk in the products. He also intends to display information at the store entrance in order to explain the graphics to new customers.



**“Since the new law was introduced, I always had to check my allergens file. With the Edikio solution, I don’t need to search for long to find the answer. Since I’ve put graphics on the price tags, my regular customers don’t ask these questions anymore.”**

## EDIKIO - THREE NEW SOLUTIONS

Evolis offers three solutions suitable for all the needs of professional food retailers. Each solution is made up of label creation software, a printer, blank plastic cards and a print ribbon, allowing fast and independent printing of labels on a plastic medium:

**Edikio Access**, the affordable solution for printing single-sided price tags in credit card format, for low volumes of price tags.

**Edikio Flex**, the flexible solution for printing price tags in long format or in credit card format to meet different display requirements.

**Edikio Duplex**, the advanced solution for printing double-sided price tags in large volumes.

