

SUCCESS STORY

HONG KONG BASED FLOWER SHOP OPTS FOR EDIKIO PRICE TAG SOLUTION

Brighten Floriculture was founded in 1979. Today, the company has stores in many Chinese cities and owns the largest gardening and flower store in Hong Kong. Brighten Hong Kong recently acquired a price labeling solution that has considerably improved the overall look of the shop.

LAMINATED PAPER TAGS DO NOT MEET FLORISTS' NEEDS

Brighten Flower Shop sells over one hundred products including potted plants, fresh flowers, artificial flowers and garden products. Previously, the flower shop had printed price tags on paper, laminated them and then inserted them into acrylic holders.

But the laminates peeled off easily and the cards needed to be replaced frequently. With the increase of products, employees often needed to create new price tags. All the disadvantages of laminated tags became obvious to Brand Manager Lian Guochen:

- Laminated tags deteriorate quickly. The employees had to water and ridge the plants every day which damped the tags and unglued the laminates.
- The handwriting of different employees gave a fluctuating look to the price tags, which affected the image of the store.
- The cost/quality ratio of price tags was not optimal. After determining the number of price tags that had to be changed or renewed monthly, the store manager found that the cost of plastic tags and the time necessary to produce them did not make this solution profitable.

- **CHALLENGE**
Standardize and improve the look of price tags
- **MARKET**
Retail
- **APPLICATIONS**
Price tag and product information
- **EVOLIS SOLUTION**
Edikio Access



“ Edikio Access perfectly addresses the price tag issues in our shop. The unified styling of our new price tags makes them aesthetically pleasing. ”

Lian Guochen
Brand Manager of
Brighten Floriculture, Hong Kong





EDIKIO PROVIDES THE BEST COST/QUALITY RATIO

After comparing many price tag systems in the market, Lian Guochen found that the Edikio Price Tag solution provided by EVOLIS best met the requirements of a flower shop:

- The price tags are good looking and the accessories are in line with the style of the flower shop;
- Plastic tags are waterproof, easy to clean and are long-lasting;
- The all-in-one solution is cost-effective and the design and printing of the tags is convenient and efficient.

Brighten uses the Edikio Price Tag Access solution including the card design software. White graphics and text are printed on black cards which complement the colors of the flowers. The unified style of the price tags now convey the elegant brand identity of Brighten.

About 50 new price tags are printed every month for new and current products.

TECHNOLOGY



Evolis offers three all-in-one solutions for price labeling on plastic cards that meet the diverse needs of small, independent retailers up to large retail outlets.

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

Evolis offers three solutions adapted to the needs of all 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 to assist the sales staff.

The printer operates as easily as an office printer. The plastic cards and the print ribbon included in the Edikio pack are installed in a single gesture.



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 the retail market. All versions of the software are simple to use, customizable and allow the import of price data via an Excel file.