

SUCCESS STORY



- **CHALLENGE**
Enhance image of fresh food departments and optimize production of price tags
- **MARKET**
Retail
- **APPLICATION**
Price Tag
- **EVOLIS SOLUTIONS**
Edikio Duplex

ITALIAN SUPERMARKET CHAIN USES PLASTIC PRICE TAG SYSTEM TO ENHANCE SHELF APPEAL

Conad is one of the largest supermarket cooperatives in Italy. Their most important member, the cooperative PAC 2000A which operates in four Italian regions, was the first to deploy the new plastic price labeling system Edikio for the fresh food sections.

Conad operates all over Italy and counts over 3000 points of sale, ranging from convenience stores of 200 m² to hypermarkets of 5,000 m² and employs more than 50,000 people.

Before choosing the Edikio system for price tags, the stores printed their price tags on paper cards which were then inserted in plastic pockets. However, the black font on white cards was not very visible and esthetic. Hygiene and manpower also became more and more of an issue, as paper cards could not be cleaned easily and had to be replaced frequently. Several store managers were dissatisfied with the existing solution and suggested to the headquarters to search for alternative solutions.

A COMPLETELY INTEGRATED PRINTING SOLUTION

After some research, Paolo Coletti, IT Manager for Points of Sale at PAC 2000A, received a demonstration of the plastic card printer Edikio Duplex from the Italian software specialist Ermes and the retail equipment reseller Euroflex. Paolo Coletti had specific requirements. The system needed to be interfaceable with Conad's IT system. Furthermore, Conad store managers wanted flexibility within the card management software in order to remain autonomous with the layout of their price tags. Edikio Duplex printer was able to meet all requirements.

SOFTWARE EXPERTISE TO OFFER A WIDE RANGE OF CARD DESIGNS

In order to comply with different needs and budgets, two options were conceived for the stores. A first standard version proposes the card printer including one card template with three different fonts and interfaced with Conad's back office. As store managers increasingly consider price tags to be part of their marketing strategy, the Italian Evolis distributor Ermes also developed specific additional software with a wide range of card designs. In addition, the software gives the possibility to the stores to create their own templates. This option is forwarded to the stores in form of a license.



« The solution is simple to use and saves time, as staff can create and print the price tags themselves on the spot in a couple of minutes »

Paolo Coletti, IT Manager for Points of Sale,
PAC 2000A





TIME-SAVING SIMPLICITY

“What I appreciate is that the printer is simple to use, and we save a lot of time as we do not need to produce new price tags all the time. There has not been a single failure since we have it,” comments Paolo Coletti.

The price tags printed with Edikio Duplex are used in the catering, wine, cheesemonger, pastry and butchery departments. The printer is installed in the back office of each supermarket; every staff member who is able to use a computer is authorized to print the price tags. The reseller Euroflex has trained employees in the headquarters who have then trained the store managers.

CLIENT INTERVIEW

Paolo Coletti, IT Manager for Points of Sale, PAC 2000A



WHY DID YOU CHOOSE A PLASTIC CARD SOLUTION?

First of all, it is a clean and hygienic solution. Secondly, for the Italian market the esthetics of shelves is very important. Italians buy with the eyes! The Edikio solution enables the stores to print themselves elegant price tags on which the information for the clients is clearly displayed.

WHAT ARE THE TECHNICAL ADVANTAGES OF THE EDIKIO SOLUTIONS?

The solution is simple to use, very reliable, a good time-saver, as staff can create and print the price tags themselves on the spot in a couple of minutes.

EDIKIO DUPLEX FOR LARGE SCALE RETAIL



- A reliable, qualitative, fast and easy to use printing system
- Double-sided printing for product information intended for staff
- High charging capacity of 100 cards
- Easy integration of Evolis systems into existing IT application which limits the risk of product data feed errors.
- Possibility to use EDIKIO SOFTWARE features for the design creation (including a wide range of customizable tag templates , a library of images) to create attractive eye-catching tags and enhance your brand-image