

SUCCESS STORY



US SUPERMARKET INSTANTLY ISSUES PRICE TAGS FOR PERISHABLE PRODUCTS

Constant price changes in perishable products add complexity to the recurring updating of price tags. To manage the daily issuance of price tags more efficiently, the neighborhood market in Cardiff-by-the-sea, California, installed an innovative system to print esthetic price tags on plastic cards directly at the point of sale.

- **CHALLENGE**
Streamline and optimize the update of price tags
- **MARKET**
Retail
- **APPLICATION**
Price tag
- **CUSTOMER**
Seaside market, USA
- **EVOLIS SOLUTION**
Primacy

Seaside market is a neighborhood market established in 1985 in California, specializing in high quality perishable products and catering services. In the cuisine department, the chefs create daily handcrafted dishes for take away. Responsive customer service and high quality food are the key priorities for General Manager John Shamam. When he attended the foodservice equipment show NAFEM in 2015, he saw the Evolis printing system which enables retailers to design and issue price tags directly at the point of sale.

John Shamam knew right away that the printer was a perfect fit for his market. The system allows to harmonize the look and feel of the meat, seafood, cuisine and catering department and to gain in efficiency. All staff members agreed that saving time by not having to print, laminate, and cut paper signs on a daily basis for all four departments meant a huge progress. "It is not a luxury, but a necessity for us," declares John Shamam.

GAIN EFFICIENCY AND A HARMONIZED LOOK

The printer is positioned in the office and used by the store coordinator who enters all new items in an organized database and creates templates for each department to easily make new signs and to reprint saved signs. Fish and meat product labels are printed on black cards which have been tested for food compliance by independant laboratories. Other product labels such as those proposed in the cuisine and catering department are printed on white cards.

The price tags contain the product name, ingredients, price and allergen codes. The store coordinator edits around 100 price tags a week.



“The card printer is not a luxury, but a necessity for us.”

John Shamam,
General Manager,
Seaside Market



New US menu labeling law

By May 5, 2017 the FDA's regulation on menu labeling will require restaurant chains and food establishments with more than 20 points of sale to clearly display nutritional information on menu boards of prepared food: calories, fat, cholesterol, sugars, protein, potassium, sodium in a clear and accessible manner to consumers. According to the FDA's analysis, a total of some 300,000 establishments, including grocery stores that sell meal items to go, will be covered under the law.

TESTIMONY

John Shamam, General Manager,
Seaside Market, Cardiff-by-the-sea, California, USA

HOW SATISFIED ARE YOU WITH THE PRICE TAG SYSTEM FROM EVOLIS?

We are very satisfied with this solution. The cards are durable and look professional and provide enough space to display all kinds of nutritional information.

HOW DID YOU EXPERIENCE THE SET UP?

The training was minimal and all the card formats for the different departments can be very easily designed by ourselves.

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.

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, fish markets, ...). 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, «Edikio Pro» available with the Edikio Duplex solution, is able to manage multi-user rights, a requirement of most large food retail outlets.

