> **CHALLENGE**	Streamline the update of price tags in specialty stores
> **MARKET**	Retail specialty stores
> **APPLICATION**	Price tag management
> **EVOLIS SOLUTION**	Zenius Card Printer

A priceless solution for price tags

Let's face facts. Retail prices undergo unceasing fluctuations in the food industry, sometimes even on a daily basis. Specialty stores often struggle to update the price tags of commodities displayed in their glass cabinets or on their shelves. To tackle this issue, Kortho, an expert in coding and marking systems, and a distributor of Evolis printers in The Netherlands, has crafted a clever and very practical solution which removes the hassle involved in updating price tags.

Butchers, bakers, fishmongers, cheesemongers and other specialty stores usually sell their products over the counter at the price marked on each product tag. In 2010, Kortho provided a major chain of butcher shops in The Netherlands with a customized solution that would help shop owners and employees painlessly update their multiple price tags.

"A price tag is key in triggering a transaction, but managing such tags is often a daunting task", says Jan van Vliet, Account Manager at Kortho. *"Actually, shop owners are often reluctant to regularly update their price tags. This jeopardizes their business: in case of a price increase, selling at the previous price stated on the tag actually results in a loss in revenues"*. The traditional method of updating price tags is to handwrite them. Using an inkjet printer is another option for printing on a sheet of paper or on cardboard, but this entails trimming the tag, manually, to the required size, and then laminate it. As both processes are prone to errors and multiple attempts, it was urgent to removing the complexity from managing price tags.

A packaged solution from Kortho

The approach offered by Kortho is highly professional. The packaged offering combines an Evolis Zenius, the eMedia CS card design software and all related consumables such as blank black cards and pre-printed cards.

The update process is performed easily. From his desktop, the user launches the eMedia CS card design software and opens the tag templates that are connected to an excel database with the product information. Then, he simply choses the product or keys in the new prices and triggers the printing: within seconds, the Zenius printer delivers the new tag. For printing on both sides of a card, one simply has to flip the card over and reinsert it in the printer's front feed slot. And to carry out price updates faster, Kortho also offers preprinted cards.

Improving customer experience

This process is a time-saver for shop owners, but customers also benefit from it. A price tag can be set more attractive by providing shoppers with a wealth of information in addition to price: product description, special offers and more. A price tag can also carry a logo or a tagline, and be standardized to make display cabinets or shelves eye-catching and uncluttered. Besides, plastic tags can be washed, and, therefore, considered to be more hygienic. With Kortho's offering, a price tag eventually turns into a powerful selling media. For example, Kortho offers the customer a "chalk written look" font. In this way the black price tags in combination with white ribbon create the look of a retro style price tag. Customers love this look in their cabinets!

Remote troubleshooting & support

The installation of the Evolis Zenius printer is carried out onsite by shop owners or employees themselves, since no specific IT expertise is required. Installation is seamless, in most cases, while operating the Zenius is as easy as running a desktop printer. Meanwhile, in supporting users, Kortho came up with a brilliant solution for tackling issues during product installation or operation. The user simply allows a Kortho representative to remotely get into his system for troubleshooting. For simple issues, support is also provided by phone. With this cost-efficient approach, specialty shops can be easily supported, wherever they may be located in The Netherlands.

evolis
card printers

Kortho has selected Zenius as the core of its price tag management offering. Zenius is the one-stop solution for printing high-quality cards and tags, in monochrome or color. The printer comes in a Classic version for printing cards, while the Expert line provides encoding features that extend the scope of card personalization.

Both models benefit from the unique premium quality from Evolis. *"So far, we have more than 160 stores that use our Zenius-powered solution, and the number is picking up fast"* says van Vliet, *"We are happy to note that there have been absolutely no product returns so far. This confirms the high level of quality Evolis puts into its printer"*. With quality comes cost control: Zenius has the coveted ENERGY STAR certification and complies with the ErP European Directive for delivering reduced power consumption.

The user in mind

Zenius also offers ease of use. Maintenance has been made simple. For example, installing the printing ribbon is a simple one-step process, while ribbon configuration is carried out automatically. Users can manage printing jobs from their desktop though a smart Print Center that delivers pop-up notifications on the printing status, ribbon availability and maintenance tasks. Updating a price tag is, therefore, kid's play, but Zenius also allows for updates in batches, as plastic tags can be printed in runs.

Zenius for managing price tags … and more!

With plastic cards becoming commonplace these days, a plastic card printer paves the way for multiple applications in addition to updating price tags. For example, many stores offer loyalty programs based on customer card, and a Zenius printer on site is a great way to deliver such cards. The printer can also manage gift cards, or even employee badges.

Zenius

ON THE AIR

Jan van Vliet,
Account Manager,
Kortho

Can you tell us more about Kortho*?

Kortho* is an expert in high-quality coding and marking equipment in The Netherlands and the global market. We've been in business for over 50 years, serving customers in a variety of industries and for multiple applications. We distribute all Evolis products in The Netherlands, and provide the appropriate services.

How do you consider your partnership with Evolis?

During the past 10 years, we have noticed a dramatic enhancement in the quality of all Evolis products. What strikes me at Evolis is how easy it is to reach people, to discuss any issue we might have, or even to suggest a product enhancement. This capacity to listen to the market is why Evolis products have a leading edge over competition.

What are your future plans in card personalization?

Evolis has introduced its new Zenius and Primacy models, and we are successfully distributing them in The Netherlands. We are also working on a major project in the tourism and hospitality industries, where multifeature cards will be used in providing access to a multitude of services and applications: car parks, door keys, payments and more. The good news is that Evolis already has the printing and encoding solutions at hand to support these requirements.

*Learn more on www.kortho.eu

ZALMOOT GEROOKT
€ 2,46
Per 100g