



Busy Shell Food Mart Improves In-Store Price Labeling

CASE STUDY

Two easy steps to faster, more professional ticketing, markdown and shelf labeling



Locally known as the “Hinsdeli,” the Shell Food Mart in Hinsdale, Illinois is a highly successful fuel, retail, and food service operation. In addition to traditional food staples, the store offers a milkshake bar, fresh pastries, and a full range of custom-made sandwiches and hot meals – all of which customers have embraced enthusiastically. However, in a fast-paced, 24-hour operation, keeping products and shelves labeled with the correct price while maintaining the desired merchandising image can be a challenge.

The Business Challenge

The Shell Food Mart needed to create professional looking price labels for its retail and food service operations. Historically, the team had to set up pricing labels using their back office computer and a connection to the Price Book labeling system. This required extensive training that not every employee could receive, and there were times when personnel could not access the POS system to change pricing.

The setup also meant that all label printing had to be done in the office on a laser printer using sheets of labels, which led to material waste when only a few labels were needed. Employees had to travel between the office and the retail area to manage their print jobs.

When deliveries arrived at the store, shelves would need to be repriced quickly. Without a reliable printing system, the team occasionally had to resort to handwriting labels. This left room for human error and sometimes led to discrepancies between the shelf price and what appeared at checkout.

Industry:

Convenience/Retail

Application:

Price Labeling

Challenge:

Empowering all employees to manage price changes and promotions by designing and printing shelf and item labels quickly with an easy-to-use system.

Featured Solution: The CloudBox 900 Series PrintPad connected to the Brother TD-2120N desktop thermal printer, providing full design and printing capabilities without the need for tablets, computers, or scanners.

Key Benefits:

This intuitive system takes up less space and eliminates label waste. Store employees have quickly adopted the solution and can now print attractive labels on demand.

The Solution

Informs, Inc. worked with the Shell Food Mart to implement a solution that combined the CloudBox 900 Series PrintPad and the Brother TD-2120N desktop thermal printer. This technology duo provided a simple, effective system to produce clean, attractive pricing labels.



CloudBox 900 Series PrintPad

17-key alphanumeric keypad with operator display

Includes 10 preprogrammed label templates

Ability to store SKU file or enter SKU or UPC data

Connects directly to several thermal printers



Brother TD-2120N Desktop Thermal Printer

Compact design and fast print speed

Easy label loading

Prints labels, tags, and receipts

Comes with Two-year Premier Limited Warranty

Together, these devices can serve as a standalone solution for the creation, management, and printing of labels – no costly software development required. If the Shell Food Mart needs quicker response times down the road, they can connect to a POS database.

The dual system comes with standard label formats that include options for printing shelf, food, and markdown labels. The system also eliminates the need for costly price marking guns and provides a higher quality image than laser printers.

“ It’s a great system, very intuitive. I simply key in the SKU, the price, and the quantity of labels needed and out comes all the labels. This eliminates the possibility of customers seeing the old price on the shelf, but a different price at checkout. We could not be happier with the results.

Shane Archer
Shell Food Mart

Benefits and Results

With the Brother/CloudBox labeling solution from Informs, the Shell Food Mart has streamlined its printing process and eliminated label material waste. Store personnel find the solution to be easy to learn, use, and maintain.

The store is now able to quickly print labels for shelf and item repricing. Additionally, the team is using the PrintPad preprogrammed label templates to create promotions and mark fresh food products to encourage sales toward the close of the business day.



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