

CASE STUDY

“I can’t imagine printing new shelf labels and going from item to item and replacing paper tags. This was the biggest advantage for us.”



The Business

Since 1989, the Cataldi family has been part of the ever-evolving grocery business in Canada, opening their first grocery store proudly featuring their family name in 1996. By 2004, Cataldi Fresh Market was chosen "Best of the Best" independent grocery stores in North York. Decades later, in 2020, the family opened a second location in Toronto.

The Solution

The grocery business and pricing in general is not as straightforward as it once was. Gone are the days when pricing was changed monthly and sometimes annually on select items. Suppliers are now changing and augmenting their pricing weekly, and with promotions and sales occurring every week, a considerable amount of labour and time is used to keep up.

"We needed more people on the floor to update the pricing instead of helping our customers and keeping shelves full," said Claudio Mancuso, CFO at Cataldi Fresh Market. "We knew how important keeping updated pricing was, but the paper printed labels we had made this task labour intensive, so when Danavation approached us about a digital price tag, they had our attention."

Labour Savings

"We immediately benefited from the system through a decrease in labour costs associated with pricing changes. In fact, pricing label changes were now decoupled from labour costs allowing the employees to focus on other tasks in the store. "We were able to use our employees to help customers in the aisles instead of changing pricing and getting in their way," said Claudio.

The Results

The implementation of Danavation's Digital Smart Labels™ meant that pricing changes could be done on the point-of-sale system and universally reflected immediately on the shelf. With weekly promotions, supplier price changes, and inventory control, increasing operational efficiency and labour effectiveness was top of mind. Particularly as the business was already planning the opening of their second Cataldi Fresh Mart, which also meant the need to drive efficiencies into their workflows.

"The Digital Smart Label™ system allowed us to put new products on the shelf and quickly manage the pricing. Once the system was integrated with our POS system, the only thing missing was we didn't have to spend time changing the pricing anymore," says Claudio. "Our team is now focused on making the store look great, shelves full and taking care of our customers by assisting as they shop and check out."

The four-colour Digital Smart Labels™ displays were integrated into every section of the store, including produce, dry goods, deli and meat counters, freezers and fridges, and the bakery and cake sections. With a fully customized integration into the POS, the store manager could control pricing and introduce new products on the shelves with far more efficiency and control.

Key benefits

- Faster response to price changes
- Less time spent on in-store tasks, allowing more time for other operations
- Labour cost savings
- Enhanced customer experience
- Danavation's fast response/focus on customer satisfaction



Ease of use

When Danavation asked the team at Cataldi Fresh Mart to share their most significant benefit of implementing the Digital Smart Labels™ solution, the immediate response was how easy the product is to use.

"It's as easy as getting a new label or scanning the existing label, scanning the product, and just like that, the pricing is updated. Weekly price changes to match our flyer promotions became a task done in less than 1 hour, in the back office directly onto our POS, when we weren't busy."

"When we decided to open our second store that was 10x bigger than our first one, we know we wanted to deploy operational efficiencies and implementing digital price tags was the best move we made."

Overall satisfaction

The feedback we received from Cataldi was very positive, proven by their desire to implement Digital Smart Labels™ technology into their new store and never consider labour-intensive manual pricing again. *"We saw the solution's value in our first store; implementing digital price tags in our new store was a no brainer".*

Recommendations

When Danavation asked the Cataldi team if they would recommend the technology to other retailers, Claudio, the Store Manager said this, *"We are pleased with the team at Danavation and their technology. The team was with us throughout the installation process, and now that we have the Digital Smart Label™ technology, our entire staff at the store loves how easy they are to use and how employees can spend more time helping the customer."*

