

CASE STUDY

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The Business

Norwich Deli & Bakery has been around for 30 years and was founded by Arend Ten Hove's father. Arend is the third generation of bakers in his family. In 2000 the retail area underwent a major renovation and expansion and doubled in size. In 2010 a major expansion commenced in the bakery production area.

The Solution



Norwich Deli & Bakery went through a remodelling and, when they were offered the opportunity to implement Digital Smart Labels™ in their business, Arend didn't think twice "Hey, this is a good idea, let's start with electronic labelling!"

The Results

The most notable results for Arend were the price accuracy and time savings. Because they were using a price gun to label the products individually, there were frequent discrepancies between what was on the shelf and what was being scanned at the moment of the checkout.

The electronic shelf label technology helped them to keep the prices accurate across the entire store, improving customer satisfaction with the shopping experience. "It's saved us a lot of time on pricing. We can just stock our shelves without doing anything, basically. There's less mistakes made", reinforces Arend.

"It's all linked together. So whatever is on the shelf, it's scanned and it goes into the system right away, and the sign reflects that. Those are the two major benefits: labour savings and pricing mistakes are our two biggest savers with this program"

Key benefits

- Fewer mistakes
- Fast response to competitors' price changes
- Labour savings
- Easy to implement and to operate
- Trust in Danavation®'s team
- Time saved with pricing updates



Norwich Deli & Bakery is the perfect example of the reliability of Danavation®'s team. It was through this foundation that Arend had the trust and confidence he needed to move forward with this innovative idea for his business.

Recommendations

Norwich Deli & Bakery implemented the Digital Smart Labels™ when they renovated their store, so the result was a modern shopping experience that was directly tied to the new look and feel of the business. The cost-benefit of implementing this technology is certainly being paid off by the substantial savings in both time and labor, which translates to more optimized store operations. When Arend was asked if he recommends this system to other retailers, he was emphatic: "I would definitely recommend this!"