



# RETAIL SOLUTIONS

HELPS YOU SAVE TIME, INCREASE CUSTOMER SERVICE AND SATISFACTION, INCREASE EFFICIENCY AND PREVENTS YOU FROM RUNNING OUT OF STOCK



RETAIL



# Enhances Management Of Customers, Merchandise And Shelves

Whether you operate a small convenience store or are part of complex operations of a hypermarket, the **SATO Retail Solutions** will enable you save time, improve your customer service, control your inventory flow and vastly increase operational efficiency. SATO leverages its experience in auto-identification technologies at every point in your retail operations that can benefit from our solutions: from markdown systems solutions that optimize end-of-line products, serving customers faster at portable point-of-sale stations, printing customer loyalty cards, smart labelling inventory to re-labelling returned items.

The print quality of the SATO printing solutions makes it a comparatively superior option to marking by hand, or by laser printing systems.

## PRICE MARKDOWN SYSTEMS SOLUTIONS



The SATO Retail Labelling Solution helps you manage your price markdowns more efficiently and ease clearance of end-of-line and perishable products, optimizing performance and improving inventory flow.

The SATO mobile printing solution enables the user to produce labels and tags on-demand and on-site – SATO supports a range of scanner and data peripherals.

Furthermore, the optional wireless connectivity allows prices printed on markdown labels to synchronize with prices charged at the register – information is updated in real-time. SATO's range of sale markdown systems includes two-colour thermal printing: the ultimate in efficient, eye catching labels.

### Promotional Labelling



Our promotional labelling solutions are ideal for value-added pricing requirements such as multi-buys. Labels are designed and produced to meet your store requirements, to reflect product specifications and at every touch point strengthen your brand.

We offer two options : pre-printed labels, which are useful when printing volume is large as any promotional text can then be applied directly to the product. SATO also offers blank labels to meet your store's unique requirements whenever required. This allows you to select the appropriate SATO product to overprint promotional pricing details.

### Was/Now Pricing



So that customers clearly see how much they are saving, and therefore are encouraged to buy; a two or three line label can be printed on demand and applied to the original tag, or product, indicating the original price of the goods together with the new sale price.

### Price Reduction Tags



When reduced items cannot be marked with a self-adhesive label, a card tag – printed using a SATO tag-printer – can be added to display the 'Was' and 'Now' prices. This is ideal for clothing items or other openly displayed products.

## SHORT SHELF-LIFE SYSTEMS SOLUTIONS

### Label Over Barcode



Improves the way stores handle perishable and short shelf-life goods. Label-Over-Barcode solutions are ideal for end-of-line discount management applications. A 'sandwich' label with a clear film underneath is placed over an item's barcode and stops it from being scanned when it gets to the EPOS terminal.

When the item reaches the checkout, the cashier removes the label and scans the goods inputting reduced price manually. This process can also be adapted for non EPOS terminals by entering the lower price as the price of the item.



### Barcode Over Barcode



The new label is positioned over the existing barcode and shows, not only the original price, but also the reduced price and a Code 128 barcode. This new barcode contains the original product article number and the reduced price of the item. When it reaches the cashier, the item is scanned and the customer is automatically charged the reduced price.

### QUEUE BUSTING



Surveys have shown that consumers' single biggest complaint is queuing when ready to pay. SATO has a range of queue busting solutions to minimise this waiting time. Utilising portable hand held barcode terminals and lightweight thermal printers, SATO developed systems to operate in various store environments. Whether you have RFID technology in use or not, SATO has a solution to your queuing problems.

### SHELF EDGE LABELLING



Our shelf edge labelling products are both convenient and cost effective; being portable they can be used at the shelf edge. They also boast a ribbon-free printing system using thermal card that gives a print clarity that is second to none. In addition, a wide choice of fonts, colours and backgrounds can be specified providing you with a distinctive result.

### STOCKTAKING



In addition to our labelling solutions we can also provide database software and hardware for hand held scanning systems, in order to make your stocktake easier and more efficient.

### RETAIL SHRINK MANAGEMENT

#### SecureRings™



The SATO unique retail security solutions offer options to safeguard against tampering and counterfeit. SecureRings™ uses a tamper-evident design on the label that unambiguously reveals signs of tampering.

### MarkSecured™



Other than pattern adhesives on markdown labels for tamper-evident labelling, SATO security solutions can also help prevent counterfeit with the use of special ink on top of labels only detectable with Florescent UV light.

### DuraTag™



Tags made of custom DuraTag™ materials resist tearing, and therefore eliminates the need for special pouches or strings to tie the tag to merchandise item. It is virtually impossible to swap the tag or ticket. It also saves on additional labour required for reprinting, checking or and reapplying tags.

### WashAway™



Retailers are often faced with customers returning items because the label adhesive left a sticky residue on glass and other items following the label's removal. The WashAway™ Labels provides both a strong adhesive to prevent label switching, and one that's been specially formulated to easily wash away without leaving a sticky residue once the customer removes the label.

### Tear Away

SATO's Tear Away product offers retailers the ability to streamline multi-currency product price labels to one format. Retailers can price in, for instance, 2 currencies and remove the price of either of the two countries once it reaches the store.

### Embedded Label

The embedded label is a unique SATO design that allows retailers to perform the quickest product identification on the shelf. It is a combination of a case and shelf label all-in-one. An incoming case of products can be placed on a store shelf and price labelled on the shelf immediately. The shelf price label is integrated into the case label for immediate use. To retailers, this is immediate product and price identification by customers, which results in faster sales.



## Benefits of Retail Solution

### Superior Print Quality

Print quality of SATO printing solution makes it a superior and more cost-efficient option to marking by hand, or by laser printing.

### Protect Against Counterfeiting And Frauds

Our retail shrink management protects retailers against counterfeiting and frauds. Label materials contain both overt and covert authentication features including tamper-evident adhesives, custom material that resists tearing, special ink only detectable with florescent UV light and more.

### Adapt To Customers' Demands

The SATO on-demand printing and labelling solutions enables you to implement sales markdowns and promotions at short notice.

### Increase Customer Satisfaction

Bust queues and increase customer satisfaction with the SATO mobile printing solution, which can help customers check out faster, issue receipts, return slips and process payments almost anywhere.



1. Price label for use on sundries etc
2. Price tag for use on jewellery
3. Price tag for use on shoes
4. Care label for use on clothes



The **SATO Retail Solution** has all the components to meet your identification and labelling needs, to enable you better manage your customers, merchandise and shelves.

#### Printing Solutions

Mobile printing solutions that help bust queues and improve customer service; standalone printing solutions with ready-made formats, automatic calculations and touch-of-a-button printing; tag printers specially designed for retail in-store applications that can print EAN labels, address labels or retail pricing labels or tags, as well as textile tags and tickets; radio frequency identification (RFID) options especially useful to meet your compliance requirements; wireless networking and printing options that effectively links the retail floor to the back office to the supply chain, all in real time, to improve stock availability.

#### • Mobile And Portable Printers : 2- and 4-inch

Worn at the waist, strapped over the shoulder, or vehicle-mounted, they combine convenience and durability to meet the efficiency requirements of your mobile printing needs.

#### • Commercial Desktop Printers : 4-inch

Compact and versatile, their feature-rich designs make them suitable for applications in healthcare, logistics and food processing. RFID options available.

#### • Industrial Printers : 4- and 6-inch

The various models are suited for a wide range of industrial applications, environments and requirements, from common industrial applications to applications that demand mission-critical performance and ruggedness, to seamless integration into enterprise systems and applications. Rich set of options, including wide range of interface connectivity and RFID options.

#### • Label And Tag Printers : 4-inch

High performance label and tag printer with cut and stack capability ideal for in-store retail applications. RFID options available.

#### Hand Labelling System

A range of hand labelling systems ideally suited for price marking applications, sales and promotional messages.

#### Labelling Solutions

General labels and custom-made labels; tags; carbon ribbons; RFID labels and tags; labels and tags, e.g. DuraMark™ wristbands, horticulture labels and tags, FlagTagSolution™, linerless labels among others.

#### Scanning Equipment And Terminals

SATO Solution always selects the most suitable option of scanning equipment and terminals to uniquely meet your identification and data collection needs.

#### Software And Applications

SATO Label Gallery™ software solutions offer a scalable and versatile set of tools to meet all labelling design and printing needs.



#### Integration Services

Integration of printers and hardware components to your back-end enterprise system or business applications. In addition to application development and system deployment, we also provide consulting services, which starts with an unequivocal, rigorous understanding of the users' environment, unique challenges and organizational objectives. We then plan and select the solution set that ensures seamless integration and timely implementation.

#### Maintenance Services

Printer servicing, installation, repair and maintenance services conveniently provided by readily-available expert SATO service staff or SATO-trained intermediaries worldwide.



## Contact

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