

# Self-Service Weighing



## Fresh Thinking Self-Service Solutions for Retailers

METTLER TOLEDO

# Time for fresh ideas.

## Set trends. Seize opportunities.

**Innovation is the result of fresh thinking. The creative spark that generates something new – something very unique. Rediscover self-service with METTLER TOLEDO with a variety of fresh ideas for your fresh produce.**

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New self-service technologies offer an enhanced shopping experience – and open up the prospect of more economical fresh food management. The best of both worlds.



Find more Information:

► [www.mt.com/retail-fresh](http://www.mt.com/retail-fresh)

# Get weighing.

## Create loyalty. Build trust.

**Quick. Convenient. Incredibly simple to use. Innovative self-service concepts impress your customers by offering an enjoyable shopping experience from start to finish. Win over your customers with user-friendly technology and more speed at the checkout.**

Shopping in the fresh department has to be fun and appeal to the senses. Everything has to be just right. Browse. Look. Touch. Smell. Every perception, every experience counts, no detail is too small. This is why self-service solutions from METTLER TOLEDO consistently focus on the wishes of your customers – and ensure a completely enjoyable shopping experience that generates tremendous confidence in both your company and assortment, and also ensures satisfaction.

### **Your wish is our command**

An instant price check when deciding whether to buy something in the fresh department; there's no need to remember long item numbers. Instead, a simple tap on the item symbol on the scales is all it takes – incredible ease of use for young and old alike with no technical obstacles to overcome. From the self-service scales in the fresh department to swift payment at the self-checkout with scan tunnel system. This is what self-service means today.

Innovative self-service concepts combine customer wishes with the requirements for cost-efficient sales processes. Self-service, cleverly implemented, is the most economical and cost-effective way to achieve customer-oriented, optimized sales processes. Self-service weighing thus meets customer expectations, adds an emotional dimension to the shopping experience and creates a more intensive shopping atmosphere. A win-win situation – for your customers and your company.

## Trends

- Market research predicts significant growth for self-service checkouts
- Trend for self-service checkouts and automated self-service checkout processes shifts labeling to the fresh department; this means simpler, quicker payment as produce does not have to be weighed at the checkout
- Greater service and more service offers at the self-service scales
- Produce variety increases, as does complexity in the fresh department; modern self-service concepts ensure that the range of produce is manageable for the customer
- Increasing shopper loyalty becomes more and more important



## Promoting brands



Whether it's for locally grown produce or exotic fruits – use your self-service scales to cleverly set yourself apart from the competition. Self-service weighing in the fresh produce department has all the ingredients to strengthen both your company as a brand and your product family brands in a targeted manner – and to impress your customers.

## Your benefits

- Customer-choice shopping increases customer satisfaction and enhances the shopping experience
- Self-checkouts accelerate the payment process and reduce waiting times
- Interactive self-service concepts score points because they are regarded as 'trendy'

Nothing carries more weight than the loyalty of your customers.

# Good for the bottom line. Avoid shrink. Increase profits.

**The better the processes, the better the operating result. This sounds easy, but actually requires a particularly clever solution in the fresh department. Reducing shrink is the most powerful tool for achieving greater profitability. Clever self-service concepts help prevent shrink and checkout errors and pave the way for better forecasts.**

Faster. More accurate. More economical. Increased process automation at the checkout is one of the most important trends in the food retail industry. Scan tunnel systems automate product identification at the checkout and help both to reduce queues and to accelerate the payment process.

All over the world, the next-generation GTIN and GS1 DataBar labeling standards are replacing the traditional PLU, and this also applies to labeling unpacked fresh produce. All of which represents a quantum leap in supply chain and process management, from simple PLU product classification to unique

itemization in the fresh produce range. A better view of the assortment opens up new opportunities for the food industry, enabling it to control processes more efficiently and with greater precision.

The automation of the checkout zone and new barcode labeling standards demand nothing less than a redefinition of processes for weighing unpacked fresh produce. Looking up article numbers manually at the checkout is no longer practicable.

The solution for the future is for self-service weighing to return to the fresh department.

METTLER TOLEDO will accompany you every step of the way: offering advice and innovative technology, as well as processes and concepts that are consistently oriented around high profitability.

## **The next generation of self-service weighing**

Process-optimized weighing of self-service fresh produce with next-generation labeling standards.

- Goods traceability at item level
- More accurate Point-of-Sale data for stock management and forecasts
- Facilitates the optimization of supply chains and business processes

## Your benefits

- Significantly increased scanning accuracy at the Point-of-Sale
- No manual product identification errors at the checkout, which means fewer checkout errors and inconsistencies
- Cashiers work faster, as they no longer have to look up PLUs manually
- Less shrink and out of stocks thanks to better forecasts and more accurate stock management



## Comparing self-service concepts



Item identification and price weighing at the checkout

- Straightforward for the customer



Metro AG

Self-checkout and item identification by the customer

- Reduces the workload of the cashier
- Moves process to the self-service department
- Price certainty in the fresh department



Self-service in the fresh department

- Customer is in charge, improved shopping experience
- Increased accuracy at the Point-of-Sale (more than 95% scanning accuracy)
- Price certainty in the fresh department

Higher margins in the department, more scans per minute at the checkout: Innovative self-service concepts impress your customers by offering a better overview of current sales and greater scope for cost-effective expansion of the range

**Self-service pays off!**

# Lift the spirits!

## Strengthen brands. Provide advice.

**Self-service shopping that's fun: METTLER TOLEDO self-service solutions appeal to your customers, add an emotional dimension to the self-service shopping experience and infuse a great deal of innovative, expert advice into your self-service sales.**



Whether your customer makes a purchasing decision on the basis of intellect or instinct, METTLER TOLEDO's innovative self-service solutions are comprehensive, appealing to both the head and the heart of your customers. Create a relaxed, positive shopping atmosphere in your fresh department in order to generate additional impetus to buy. With easy-to-operate equipment that makes self-service shopping a breeze for your customers, an integrated display screen which serves as a window into your brand world – or as a platform for visual merchandising to accompany self-service shopping

that never fails to captivate interest – transform every trip to the fresh department into an experience for your customer.

Arouse emotions and bring brands to life – self-service weighing with METTLER TOLEDO creates a positive shopping atmosphere that tempts your customers to linger in the fresh department. The scene is set for higher sales of fresh produce because those who stay longer and feel at home discover more and also try and buy more.

### Self-service and advice

A highly diverse product range generates greater profit if the customer is given the right tips and recommendations when shopping. Fennel or peppers – or the eggplant that is currently on special offer? Many customers are spontaneous and only decide to buy at the Point-of-Sale. They are open to tips and recommendations when making their decision. Nutrition-conscious consumers seek both nutritional



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information and information about allergen ingredients. Recipe and preparation tips offer a welcome change when cooking at home and whet the appetite for more, providing inspiration for new culinary adventures. Self-service weighing with METTLER TOLEDO supports your customer in the lead up to a purchasing decision. A wealth of information is available at the customers' fingertips.



## Trends

- A diverse range is becoming increasingly important in order to stand out from the competition
- Buying behavior is focusing more on quality
- The number of nutrition-conscious consumers is growing, there is greater demand for information
- Info on fresh produce both online and on the scales

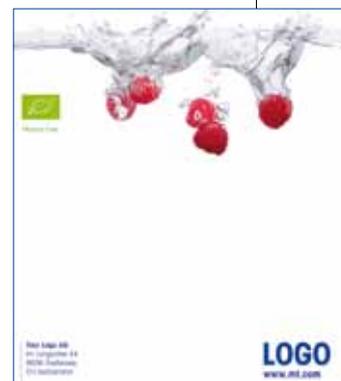
## Guidance at your fingertips

Self-service touchscreen scales act as reliable and competent sales consultants for your fresh department.

- Information about nutritional values, ingredients and allergens is available at your fingertips
- Recipe and preparation tips to print out and take home
- Additional cross-selling recommendations



Brilliant high-resolution: high-quality colour labels round off the shopping experience down to the last detail.



# Whets the appetite for more!

## Arouse emotions. Boost sales.

**A feast for the eyes! Showcase the produce in your self-service fresh department to optimum effect with visual merchandising and digital signage. Use promotions and special offers to whet the appetite for more; boost your sales and earnings – with couponing and high-margin cross and up-selling campaigns.**



When customers linger in the fresh department, it is the ideal place for visual merchandising and digital signage. Display the uniqueness of your fresh produce and transform the fresh department into a haven where the shopping experience is taken to an emotional level.

### **Interactive sales promotion**

Eye-catching. Interactive. Individual. Advertising on the touchscreens of your self-service scales reaches your customers in the critical moment leading to a purchase decision. Self-service scales with a large 17-inch display provide the perfect platform for your advertisements, promotions and consumer tips, be it using texts, images, graphics, animations or even videos.

Applications such as the METTLER TOLEDO Fresh Look Promoter make attractive, item-based cross-selling recommendations in order to create a link to your food and non-food assortment. This gives you every freedom to integrate your self-service scales seamlessly into your branches' in-store digital marketing. Play promotional ads created with the Fresh Look Promoter on other

screens in your markets. Integrate the touchscreens of your self-service scales into pre-installed digital signage solutions – letting them become digital advertising space for the promotion of your own brands and product lines, or rented advertising space.

### **Couponing**

Buy quality – and still save money! Couponing enables your customers to fulfill both desires at once. With METTLER TOLEDO, integrating your self-service scales into your couponing concepts couldn't be easier. Use couponing to react with speed and flexibility to unexpected drops in demand. Make use of couponing by allowing your customers to print out coupons valid for that day directly at the self-service scales – the smart way to boost your complementary product sales such as sauces and other accompaniments.

## Your benefits

- Target-oriented, direct customer contact in the critical moment leading to a purchase decision
- Digital signage combines information, innovation and emotion
- Advertising campaigns can be adapted quickly and easily to sales
- Advertise surplus stock with discounts directly at the Point of Sale in order to reduce shrink



## Trends

- Advertising expenditure is increasingly being spent on in-store marketing, at the Point-of-Sale
- Digital signage is enhancing the shopping atmosphere by using a mix of advertising, product information and consumer tips, integration in neuro merchandising
- Digital in-store marketing is becoming increasingly interactive and individual (e.g. with gender recognition)
- Self-service scales as information terminal with recipe and preparation tips
- Generate impulse purchases via couponing at the scales



## METTLER TOLEDO solutions



Web-based Fresh Look Promoter application suite

- Specially developed for the fresh department
- Continuous workflow from ad design through campaign planning to evaluation
- Simple drag & drop operation
- Development and control of dynamic content
- No additional image processing software required
- Integrate existing media or third-party content
- Installation on PC-based displays and terminals, as well as METTLER TOLEDO scales



► [www.mt.com/retail-freshpromoter](http://www.mt.com/retail-freshpromoter)

# Project sustainability.

## Protect consumers. Save the environment.

**New food safety concepts in fresh food management are becoming increasingly important all over the world and new standards are emerging. Sustainability is becoming a key factor in enhancing market competitiveness. With its innovative products and self-service solutions, METTLER TOLEDO is picking up on, and creatively shaping, the latest trends.**

How sustainable are your business operations? Whether energy-efficient weighing technology or eco-friendly labels, METTLER TOLEDO self-service solutions provide you with just the right tools to make sustainability a credible and convincing part of your competitive and brand differentiation strategy.

Thanks to innovative METTLER TOLEDO solutions, your self-service department can lead the field in food safety and consumer protection: with efficient products, applications and convincing concepts – ranging from business-critical risk

management through the traceability of goods to customer-oriented labeling.

### Labels and food safety

Food safety is a valuable asset. When selecting food, discerning consumers take a careful look at the label before making an informed decision to buy. They attach value to an informed decision to buy, so building confidence in your assortment and your business. New technology standards across the world result in increased food safety and process traceability and make the supply chain for fresh food management transparent from the producer to the consumer – for you and your customers.

### Labeling and the traceability of goods

Customized solutions for labeling, displaying prices and the traceability of the goods in your self-service fresh produce assortment.

- Complete transparency from farm to fork
- Linking producer data with retail packaging
- Detailed traceability of individual batches
- Complete transparency in the event of product recalls
- Ensures compliance with statutory requirements
- Integration of new barcode standards, such as GS1 DataBar
- Seamless integration in ERP and supply chain management

## Trends

- Sustainability becomes an important sales argument
- Purchasers of green products are more willing to pay higher prices
- The fresh department is the ideal place for differentiation via sustainability
- Labeling with more consumer information boosts customer confidence
- Stricter statutory requirements on food safety require product traceability



## Lower energy consumption

Self-service weighing with the METTLER TOLEDO touchscreen scales UC Evo Line.

- Brilliant, power-saving LED backlight display technology
- Lower power consumption with improved display quality
- Consistent use of energy-saving electronic components
- Reduced display brightness during longer periods of inactivity lowers power consumption
- Fan-free cooling
- Clear energy savings throughout the branch network



## Phenol-free labels and thermal paper

- No risk to health for customers or staff
- FSC certified paper
- Recyclable carrier material
- High quality, easy to operate
- Suitable for high-resolution printing
- Paper also suitable for pre-printed color labels
- Less label dust, which means less wear
- High adhesion, even in cold and damp ambient conditions

# It's best to play it safe.

## Take precautions. Safeguard earnings.

**The availability of weighing technology is of critical importance to your self-service fresh produce sales. Faults or even operational disruptions result in noticeable reductions in revenues and earnings – and are also a source of irritation to customers. With METTLER TOLEDO as your service and solutions partner, you can effectively counteract these risks – from the very first project meeting.**

Success is the result of good preparation. When implementing your self-service strategies for the sale of fresh produce, METTLER TOLEDO is your long-term service and solutions partner. We offer advice and operative support throughout the life cycle of your solution, starting with initial conceptual planning and its refinement through the customization and implementation of your solution to continuous service and maintenance support.

You can choose from a wide range of METTLER TOLEDO professional services that give you access to the expertise and experience of our

specialists – whether selecting the equipment, settings and applications that best meet your requirements, the comprehensive roll-out of your installation and its smooth start-up, maintenance and software updates or the individual customization of your solution in response to changing market requirements.

### **Preventive maintenance**

Progressive and intelligent service and maintenance functions provide immediate notification of empty label rolls, deteriorating print quality and even malfunctions. This enables you to anticipate operational disruptions that could poten-

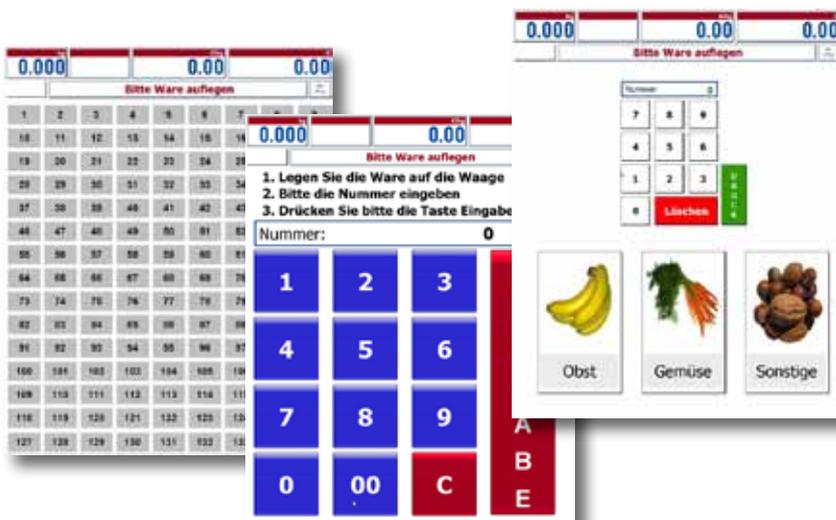
tially have a negative impact on turnover, and predict events that could have a detrimental effect on the customer's shopping experience.

### **Customized for your assortment**

The shortest route to rapid sales success: interactive touchscreen layouts that are specifically adapted to your respective scales and range ensure that customers can operate the self-service scales intuitively. METTLER TOLEDO analyzes the structure of your fresh produce and develops an individual self-service concept in accordance with your corporate identity guidelines.

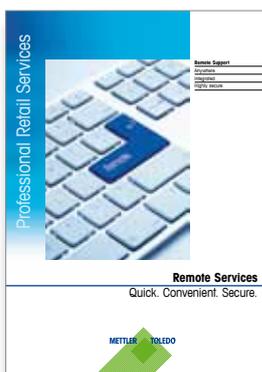
## Trends

- Devices increasingly have self-monitoring functions
- Automatic notification of service center in the event of malfunctions
- Preventative device monitoring provides early notification of necessary maintenance measures
- Remote services ensure short response times in the event of a malfunction
- High competitive pressure leads to more frequent adjustments to assortment



With METTLER TOLEDO professional services, you can adapt the layout of your self-service scales perfectly to suit your own individual needs.

## InTouch™ enabled remote services



With InTouch™ enabled remote services, METTLER TOLEDO offers you customized remote services that enable you to structure your scales and equipment management with greater efficiency and cost effectiveness, and minimize any possible maintenance and downtime in the event of malfunctions.

- Preventative equipment monitoring
- Efficient remote diagnosis
- Cost-effective remote maintenance
- No long travel times, rapid response times
- Communication via highly secure infrastructure



► [www.mt.com/service](http://www.mt.com/service)

# Safeguard the future.

## Recognize trends. Seize opportunities.

**For highly competitive markets such as the food retail industry, it's true that nothing is as constant as change. Only those who opt for solutions that can keep pace with the latest trends and market changes will enjoy investment protection in the long term. With METTLER TOLEDO as your partner, you benefit from the expertise and experience of one of the world's leading companies in the field of weighing technology.**

Individual. Flexible. Future-focused. METTLER TOLEDO solutions combine the customized implementation of your current requirements for the self-service sale of fresh produce with the greatest possible openness to future trends and new technological developments.

METTLER TOLEDO self-service solutions offer you maximum security when deciding to invest in new weighing technology. This goes hand in hand with a trust-based partnership, our extensive expertise, professional advice on optimizing your fresh produce department and efficient services throughout the life-cycle of your weighing solution.



### Think local – act global

METTLER TOLEDO is a competent technology partner. Leading companies in the food retail industry already place their trust in us. Trust that we have earned thanks to our best-of-breed technology, a global presence in customer support and branches in more than 35 countries, as well as knowledge of the wide range of different conditions and requirements of both global and regional markets.



### Future-focused

Investment protection with METTLER TOLEDO means innovative self-service solutions for your specific requirements today without costly or risky investment in functions that you do not currently require. Investment in technology that still gives you the freedom and certainty to seize new trends and developments and translate them into pioneering solutions in your company.



## Current requirements

## Outlook

Self-service weighing via PLU	▶	GS1 DataBar
Standard assortment	▶	Expansion into regional and organic products
Traditional advertising	▶	Integration of self-service scales in the in-store marketing mix
Digital in-store marketing	▶	Expansion to include new applications (e.g. couponing)

## METTLER TOLEDO solution



- Innovative, future-proof products
- Software applications that offer you real added value
- Comprehensive accompanying project management
- Design and deployment of self-service solutions
- Competent customer support
- Efficient professional services tailored to your solution

# The best of both worlds. Better experience. Better results.

**The advent of new technologies and standards in the food retail business is stimulating the market for fresh produce weighing solutions. As a result of automated processes in the checkout zone, produce will be weighed on the self-service scales in the fresh department. New self-service technologies open up the prospect of more economical fresh food management – and offer customers an enhanced shopping experience.**

Weigh produce at the checkout or in the fresh department? Future-proof with the Global Trade Item Number (GTIN) and GS1 DataBar – or in the usual way with traditional PLUs? Concepts and ideas that compete with each other. Concepts from the present. Concepts for the future.

What is the right path for my company to take, either in the medium or the long-term? Talk to us about your targets and visions. Boost your entrepreneurial strength and competitiveness by entering into a creative dialogue with METTLER TOLEDO, one of the world's leading

suppliers of weighing solutions for the retail trade.

**Comparing self-service weighing**  
Today, fresh produce is weighed in a variety of different ways. This is something we should discuss when planning and implementing your self-service future.

**Benefits**  
Increase your customer satisfaction – with simple to operate self-service-solutions and additional item information, creating greater service and consultation at the POS.



Showcasing the range: the METTLER TOLEDO image library provides you with professional fruit and vegetable product photos.

## Process model 1



### Weighing with reference number

- Each PLU item is labeled with a unique reference number at the case
- The customer uses the reference number to select the item on the scale, weighs it and price-labels the bag

### METTLER TOLEDO solutions

- Self-service scales with large, clear keypads



### Process model 2



#### Smart Search

- Item selection via interactive, visual search (generally in a maximum of three steps)
- The customer selects the item on the scale, weighs it and price-labels the bag

#### METTLER TOLEDO solutions

- Self-service scales with graphical user interface
- Professional services for layout and design
- Departmental training and start-up services

### Process model 3



#### Smart Vision

- Camera automatically identifies and selects item/item group
- The customer confirms the item on the scale and price-labels the bag

#### METTLER TOLEDO solutions

- Self-service scales with cameras for product identification
- Professional services for camera training and automatic identification of product categories
- Professional services for layout and design

### Process model 4



#### Smart Scan

- Each item is given a unique barcode label
- Via the barcode, the scale identifies the PLU and price
- Customer price-labels the bag

#### METTLER TOLEDO solutions

- Self-service scales with integrated barcode scanner
- Professional services for scanner category item identification
- Professional services for layout and design

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