Food retail

Easy & Efficient Food Labeling

Leading bakery chain in the Europe region producing an assortment of breads and buns

Food retailers typically operate in strategic locations such as train stations and shopping malls. They have limited store space but need various equipment to run their operations.

⚠ Customer challenges

- Equipment and operations too complex to manage
Different brand hardware and systems are used, making product labeling and store operations complicated.

- Lack of space
Stores do not have enough space to accommodate all their equipment.

- Time consuming & unproductive
Headquarters updates label data for all chain stores frequently via a manual process that is prone to human error.

AEP solution with FX3-LX & SATO App Storage to improve store operations

SATO App Storage

For this customer, we introduced our AEP solution using the FX3-LX label printer, together with SATO App Storage, a cloud-based service for **managing label data and design templates centrally.** The customer's headquarters can now update data across its chain stores instantly, while stores can **print labels more easily with minimal equipment.**

SATO
AEP
Application
Enabled Printing

FX3-LX

Benefits of AEP

PC-less   Small footprint   Simple to use   Easy to implement

Customer Values

✓ Operate with ease

With the FX3-LX printer and AEP, stores can print labels without the hassle of managing multiple equipment. Staff can adapt easily to the new system which is as intuitive as smartphones/tablets and **simple to use** with minimal training.
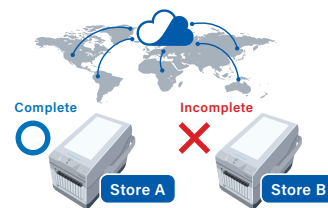
✓ Save space

The compact and portable design of FX3-LX allows stores to make the most of their limited space.
FX3-LX also comes with the AEP technology so it can be used for printing without a PC or tablet to fit in a **small footprint.**

✓ Increase efficiency & accuracy

When used with SATO App Storage, the time required for data management and update can be cut by more than 50%. The bakery's headquarters can manage data centrally on the cloud while stores can have the latest label data downloaded to their printers automatically and seamlessly.
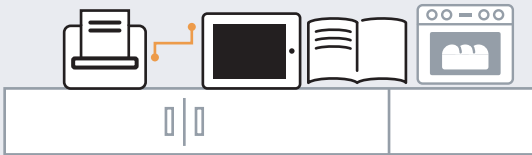
Visualize download status

Complete ◯   Incomplete ✕
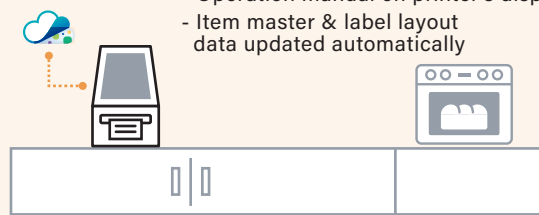Store A   Store B

Video

Before

- Label printing
- Operation manual in booklet form
- Item master data updated manually (by HQ)

▶ **After**

Operate with ease
- Label printing
- Operation manual on printer's display
- Item master & label layout data updated automatically

+ SATO Online Services

SOS
SATO Online Services

IoT preventative maintenance

SOS is a service that makes use of IoT to monitor SATO printers at customer sites 24/7 and enable proactive servicing before issues become critical. By keeping constant watch on printer status, SOS notifies operator when an expendable part needs replacement, and offers prompt and effective resolution to problems, reducing downtime significantly.

Downtime due to printer errors cut by

86%

*Based on in-house estimates

Video