



Wrapping for Better Life

(USA) It all started with two guys, a van, and a truck back in 1995 selling organic produce in Southern California. Ten years later, Better Life Produce of Los Angeles is a major produce packer utilizing labor-saving wrappers from METTLER TOLEDO/EXACT.

As the organic business started to grow and demand for his product was high, Bill McCoy of Better Life realized the need to move from several labor-intensive hand-wrapping stations to a single Workhorse® wrapper. "Volume is high and downtime is not an option in our business", said Mr. McCoy. He and German Ruiz (shown at right) operate Better Life Produce and supply all fresh organic, conventional, and specialty produce mainly on the west coast but ship to high-end stores across the United States.

The Workhorse® wrapper produces a PVC stretch wrapped package which is appealing to consumers and provides a fresh store-wrapped look. Bill has been very impressed with the machine's reliabil-

"Volume is high and downtime is not an option in our business"

ity and the customer driven relationship with the METTLER TOLEDO/EXACT team. The machine is easy to use, easy to clean, and has a user-friendly control panel – a must for this environment. The Workhorse® wrapper can use two rolls of PVC film of different sizes or the same size to keep production rolling when volume is high.

METTLER TOLEDO/EXACT not only offers a full line of wrappers for different applications, but also offers an integrated line of weighing and labeling products to match. Workhorse® wrappers can be found in a variety of packaging environments including meats, seafood, produce, and specialty operations. ■



Bill McCoy

German Ruiz

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Providing the Right Solution for Fresh

(Germany) Fresh goods account for a large share of a food retailer's revenue. There is a need to improve the management of fresh goods over the whole supply and retail chain.

We interviewed Tudor Andronic, the Head of Customer Solutions and Support for Mettler Toledo in Europe. Written below are Tudor's thoughts concerning the challenges faced by food retailers in managing fresh goods.

RN: What ideal solutions are available to help retailers manage fresh goods?

Andronic: First we have to understand what the business issues are, then we can look at ideal solutions. For most retailers, fresh goods are managed in a very similar way to non-food items. However, fresh goods have very different shelf-lives and need to be managed differently than the rest of the supply chain.

One of the main challenges in the food retail industry is the ability to offer and manage the complex nature of fresh goods. Fresh goods management processes are affected by local differences like consumer behavior and legal regulations which include things like traceability of fresh goods and country of origin labeling.

In a global industry that is under huge pressures, optimal management of the supply chain is essential for the long term survival of any retailer. Additionally, the consumer expects a lot of product information.

RN: How can retailers cope with this new complexity and end up on top?

Andronic: With global supply and reduced logistics time, retailers are not only able to provide local and seasonal goods, but world-wide products. A direct consequence is an increase in the number of items that qualify as fresh goods. This increase in the number of items requires better management systems for retailers and easier to use interfaces for consumers. Retailers need to adapt sales processes to consumer behavior, competition, legal regulations and supply chain capabilities. In order to obtain optimal margins, the price, promotion and all marketing activities need to be linked to an almost real-time network.



Tudor Andronic, Head of Customer Solutions and Support for Mettler Toledo in Europe



In order to deal with this increased complexity METTLER TOLEDO is providing systems that improve the selling process by providing additional information on touchscreen devices for sales personnel and customers – even systems that have the capability to automatically identify items in the self-service department like our SmartVision scales.

RN: Can you be more specific about how these future solutions will help retailers improve their selling processes?

Andronic: Imagine a customer at the service counter. As soon as an item is placed on the scale, an event is triggered and a related advertisement for a sauce, for example, is shown on the screen. Consumer experience, cross-advertising and time

for the suppliers are combined in such a system, providing retailers with the capability to increase the overall profitability of their business. Other information includes: receipt and label printing, receipt resolution through real-time integration of the scale and POS systems, etc.

RN: Are there any future applications that retailers should be looking at today?

Andronic: Every retailer has its individual requirements, but all food retailers have to deal with the complexity of fresh goods management. METTLER TOLEDO can provide solutions for pre-packing, counter service, self-service, checkout and scanner-scales, plus much more. In addition we can integrate units into existing devices and processes providing specific solutions for specific

requirements.

Today we are not talking about the supplier and customer, but providers and users. We all have to implement and use industry standards, as well as adapt, connect and integrate systems and exchange information. We also need to support retailers and provide valuable solutions, on time. That is why METTLER TOLEDO has chosen the open standards and architecture for its solutions. The company is a member of ARTS, implements UPOS standards, uses real-time XML interfaces for information exchange as well as state-of-the-art design, development and support standards for all our retail solutions.. ■



Spartan Stores Completes Roll-out of SofTechnics ChainTrack.HQ™

(USA) SofTechnics, a leading provider of integrated retail enterprise software solutions, announced that Spartan Stores has completed the rollout of ChainTrack.HQ.



The Grand Rapids, Michigan-based chain is utilizing ChainTrack.HQ for Item & Price Management, Invoice Auditing, and Data Repository.

Spartan Stores is the eighth largest grocery distributor in the US with warehouse facilities in Grand Rapids and Plymouth, Michigan. The company distributes more than 40,000 private-label and national brand products to 330 independent grocery stores in Michigan. Spartan Stores also owns and operates 54 retail supermarkets and 21 deep-discount drug stores in Michigan and Ohio, including Family Fare Supermarkets, three fuel centers, Glen's Markets, and The Pharm.

ChainTrack.HQ utilizes today's most advanced technology to integrate Item Management, Invoice Auditing, Ad Planning, Data Warehousing, and the Store ISP. The architecture supports standard client/server or browser-based deployment giving customers maximum flexibility. When used in conjunction with the CT2020 or SoftGrocer store level system, the Item Management module is a fully integrated system from the headquarters to the store.

ChainTrack.HQ optimizes item management starting with interfacing to the vendor community and establishing a single point of entry for vendor, cost,

allowance, and new item information. The system maintains a rules-based pricing engine supporting Electronic Marketing, Scale Systems, Sign/Label Management, and Point of Sale. Item updates are automatically sent to the stores and the extracts are reconciled to ensure they have been cor-



Amy Lemire, Nick Klein, and Diane Vidro, retail pricing department, reviewing the new ChainTrack.HQ software.

rectly received and posted to the ISP. ChainTrack.HQ ensures the accuracy of invoices through the comparison of quoted cost and the vendor invoice. This automated and integrated solution minimizes data input and maximizes data integrity by using a single point of data entry and by automating pricing and maintenance functions.

"Spartan Stores is very pleased with the results and accomplishments from our solution partnership with SofTechnics and the ChainTrack.HQ suite of applications," said Dave Couch, Spartan Stores vice president information technology. "Our objective was to implement a headquarters system that will support the company's current and future business requirements and establish a seamless interface to store-level systems with little or no impact on the store or our associates. ChainTrack.HQ provides the business tools for our stores to operate independently with a controlled exchange of information while supporting the management of product inventory information at the enterprise level. Additionally, the system will improve productivity and facilitate data exchange with suppliers through automated processes."

"We are pleased that Spartan Stores has demonstrated confidence in SofTechnics by selecting ChainTrack.HQ to provide the Price and Item Management solutions that are critical to their store's success," said Guy Dille, Global Business Unit Leader, Retail Software & Integration for Mettler-Toledo. "Our focus at SofTechnics continues to be delivering best-in-class retail solutions that provide immediate ROI to our customers." ■

SOFTECHNICS

Retail Inventory and Price Optimization

Portion Control for Profits

(USA) How can 1/2 oz. of cheese save you \$3600 per year? Have you ever seen a pizza being made where the pizza maker is free throwing ingredients on the pie?

In many restaurant and deli operations ingredient portioning is based on feel rather than accurate measurements. While measurement by feel may be artistic and quick, it creates the potential for under portioning – which may affect the quality of the product and upset the customers, or over portioning, which results in lost profits and an inconsistent product.

“Costing out pizza is not an easy task. It’s a lot like making soup. An ounce of this, and ounce of that, and a couple ounces of other ingredients. It’s not uncommon to have a dozen components to keep a handle on. Add in the stress of a rush and it’s no wonder pizza operators scratch their heads when their accountants questions their food cost percentage on the P & L Statement.” says Big Dave Ostrander the Pizza Doctor.

Using weight to determine accurate portions is a popular method used by some of the largest pizza shops, delis, and coffee shops. Pizza shops use weight to build the perfect pizza. Delis use weight to measure salad ingredients and weigh meat to put on sandwiches. Coffee shops use weight to measure the bean grind to brew the perfect pot of coffee. Here is how it works: a container or product is placed on the scale and the tare button

is pressed (this zeros the scale). Ingredients are added to the container or onto the product until a predetermined weight limit is reached, the tare button is pressed between each ingredient addition to rezero the weight. Experienced food preparers can quickly and accurately measure ingredients using this method.

When Big Dave, one of the Industry’s top consultants, speaks to foodservice industry group’s nationwide, audiences instantly know he’s speaking from experience. For 25 years, he owned and operated Big Dave’s Pizza & Subs in Oscoda, Michigan, and as an independent operator, he took on some of the country’s largest pizza chains – and defeated or dominated them. One of Dave’s most popular seminars is titled; Perfect Portion Control – Made Ridiculously Easy. From coast to coast his audiences have packed the rooms, hungry for tips that can boost their bottom lines. His favorite saying is: “If you’re not weighing it....you’re winging it.”

“By far, the best, most accurate method of making consistent pizza is utilizing one or more built in digital scales,” says Big Dave, “The ideal scale has



a large stainless steel platter, capacity to at least 12 pounds, easy to read LCD, easy to zero (tare) switch and is overbuilt to withstand the punishment of a pizza operation. My personal favorite costs a little more than normal, but will keep on ticking when the cheaper ones quit. This method is exact, idiot proof and fast. The return on investment for owners is almost immediate.”

METTLER TOLEDO has created a scale that is specially designed to meet the needs of food preparers for ingredient portioning. “Our Model 8270 scale, which we sometimes call the Pizza Scale, is perfect for portion control. It has a specially designed tare bar to make it easy and quick to tare between ingredients and it’s made of stainless steel-making it durable in tough environments,” said Kelly Ross, product-marketing manager for Basic Products with METTLER TOLEDO.

So how can 1/2 oz. of cheese save you \$3600 per year? At the rate of \$0.05 per extra half ounce, a store making 200 pizzas a day = \$10/day = \$300/month = \$3600/ year savings. Plus the pizza shop will have happy customers who can expect a quality product every time. ■

“By far, the best, most accurate method of making consistent pizza is utilizing one or more built in digital scales,”

Pall Center Builds Integrated Fresh Solution

(Luxembourg) When the Pall Center team set out to open their newest store they wanted a store solution that was fully integrated ...

Building a new supermarket is never easy. But adding to that stress, imagine adding a new type of store IT infrastructure. The Pall Center, a 5 store chain of supermarkets in Luxembourg specializing in fresh products, did exactly that with its most recent store opening. Working together with METTLER TOLEDO, the leader in fresh goods management solutions, and SDP, a software partner specializing in retail solutions, the Pall Center team built a world class, integrated store system to solve their business issues.

When the Pall Center team set out to open their newest store they wanted a store solution that was fully integrated, easy to use, and could be managed

centrally. “We had a relationship with SDP for our POS software and we needed a new type of scale for our service areas to implement our complete vision.”, said Eddy Winand, Pall Center IT manager. “We wanted to be able to manage all of our articles centrally, including scale and POS data so that we could improve our fresh products business. We chose the new METTLER TOLEDO touch screen UC scales because they are open and flexible. The UC is more than just a scale. We can get detailed selling information, send traceability information, and configure the touch screens to meet our needs. The scales are flexible and can be used across departments; they can also run our

POS software. We look forward to implementing future solutions on these scales, such as on-screen promotions, preparing customer orders, and de-

“They have a good vision for how to use technology to solve business problems...”

veloping invoicing systems to work with subcontractors in the store, like butchers.”

“Working with Pall Center was a pleasant experience.”, said

Enrique Esquiliche, Retail Business Manager of METTLER TOLEDO in Belgium and Luxembourg. “They have a good vision for how to use technology to solve business problems - together with SDP and METTLER TOLEDO we delivered a good solution.” ■



A METTLER TOLEDO UC scale installed at Pall Center.

The Power to Pack with Speed and Reliability

(USA) Papa Cantella's obtained its success with "quality over quantity" for the past 25 years.

Papa Cantella's of Vernon, California, produces a full line of fresh and fully cooked "award-winning" sausages. Established in 1980 by Tom Cantella using a recipe handed down from his grandfather, Papa Cantella's obtained its success with "quality over quantity" for the past 25 years. Papa Cantella's sausage is distributed primarily in the western United States at local supermarkets but can also be found in specialty shops around the country. As well, it is sold and shipped through their website at

www.papacantella.com.

Papa Cantella's packages all of their fresh sausage products on a METTLER TOLEDO/EXACT PowerPack® high-speed wrapper. "This wrapper is extremely reliable and a valuable part of our production line", said Chris Stafford, Vice President of Operations. He has used Exact Model 830 wrappers over the last 15 years and was impressed with their speed, reliability, and ability to handle the tough high moisture environments. The PowerPack® is METTLER TOLEDO/EXACT's

latest high-speed wrapper. This PVC stretch wrapper performs at 55 packs per minute giving a high volume of fresh over-wrapped packages with a store-wrapped look. PowerPack® Wrappers wrap a wide range of packages, have a user friendly and intuitive display, and have an outstanding performance and reliability history. The machine also can switch between tray sizes with the touch of a button, virtually eliminating changeover time. PowerPack® Wrappers can be found in a variety of packaging operations including meats, produce, seafood, and specialty operations. ■

"This wrapper is extremely reliable and a valuable part of our production line"

NO PRESERVATIVES ADDED
PREMIUM QUALITY
MADE FRESH NEVER FROZEN

BRI
SAUSA

KEEP REFRIGERATED



Carlos Lopez, Night Supervisor David Ogle, Production Supervisor

Hipermercado Lhau proves Prepack ROI

(Venezuela) Hipermercado Lhau trusted that their investment in automation technology would be safe with a reliable product manufacturer like METTLER TOLEDO who also has an excellent local service and distribution partner in Pesamatic.

Imagine you would like to make a sizable investment in automation technology for a business located in Venezuela, where manual labor is readily available, currency rates have a history of dramatically fluctuating, and political futures are uncertain. Hipermercado Lhau, c.a., with 2 stores in Venezuela, had the fortitude to undergo examining new technologies to automate their wrapping and labeling processes because they remained focused on the benefits such technologies could bring.

Because labor costs are low in Latin America, retailers typically rely on manual processes over automated ones. The perception has been that there is a risk to investing in automation and it is much easier to contract employees inexpensively.

"Since we installed this equipment our production capability has increased 500%"

Pesamatic, the METTLER TOLEDO distributor in Venezuela, showed Hipermercado Lhau the SOLO Mega Wrapper. The SOLO Mega is an advanced wrapping system. Hipermercado Lhau quickly saw the benefits of the technology. A dramatic improvement in production capability, packing over 130,000 packs per month, was achieved and resulted in real savings. In addition, product appearance was improved. An increasing number of European and North American influence in Latin America is driving retailers to upgrade their operations into world-class status. Supermarkets realize that customers prefer to shop in modern operations instead of the smaller shops.

Hipermercado Lhau trusted that their investment in automation technology would be safe with a reliable product manufacturer like METTLER TOLEDO who also has an excellent local service and distribution partner in Pesamatic. "Since we installed this equipment our production capability has increased 500%", said Mr. Vasco Abreu, General Manager of Hipermercado Lhau, "Film savings and product image has improved a lot, the tight seal finishing of the wrapped trays makes the packed fruits and vegetables look more attractive for our customers and reduces film wasted due to minimum film overwrap. In addition, the shelf life of packed goods has improved, and that means we optimize the profitability of fresh departments." ■

For more information visit:
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