

## SUCCESS STORY



## SMART PERSONALIZATION AND PRACTICAL MANAGEMENT OF TAGS AND LABELS FOR ABC BAKERY SHOPS

For food retail shops, such as bakeries and cake shops, updating price tags and displays carrying product information can sometimes prove to be a complex and time-consuming process, as well as being a burden on the rather small teams working at each store. Singapore-based Artisan Boulangerie Co. (ABC) deployed a smart solution that serves all their points of sale, and which is primarily based on the Primacy card printer from Evolis. The multiple benefits of this solution support all requirements from ABC, by delivering cards with professional-grade quality and fit for multiple applications.

All gourmets have experienced it: it is just too good to resist looking into a store window where breads, fancy pastries and cakes are temptingly displayed. The enticing fragrance of such goodies might be divine, but yet, it is the visual experience that counts first-hand: the variety and quality of the products on display, and the way they are showcased are key in triggering a purchase. To improve the layout of their products, the ABC group was looking for a solution to easily print and standardize price tags, and product presentation labels.

- **CHALLENGE**  
Standardize and enhance all kinds of price tags and labels used in stores
- **MARKET**  
Retail
- **APPLICATIONS**  
Price tag and information label
- **EVOLIS SOLUTION**  
Primacy

## A VERSATILE SOLUTION TO SAVE TIME AND GIVE BRAND IMAGE A BOOST

After carefully screening several available options in the market, ABC selected the Primacy card printer. The corporate management team was almost instantly convinced of the benefits of the solution, which helped save time, increase responsiveness, and provide a versatile way to print price tags as well as other information media. "For our standard price tags, we print on PVC cards with a black background, using a hand-written font to print text with a white printer ribbon. For our special offers, we print a colorful background onto a blank card, and the text in white", explains Zanly Yau, Purchasing Executive, ABC. Each outlet manages 80 to 100 different profiles of price tags and other display media. This material needs to be updated and reprinted on a regular basis, and this is carried out centrally at headquarter facilities, for all stores.

Besides their practical benefits, plastic tags are hygienic and eye-catching. The smooth surface of the card allows easy cleaning and sanitization on the tags. They also contribute to enhancing the overall brand image and adding value to the showcase window of each outlet, thanks to the overall standardized and neat design of the price tags.

As Zanly Yau mentioned, "The printer proved versatile enough to support all our sales and promotional requirements. This is achieved through personalization of tags using the bundled card design software which offers the possibility of printing different card profiles to support all our applications: price tags, product and special offer information cards".

**" This printer is versatile, as it supports our requirements to deliver specific card profiles for our different applications. "**



Zanly YAU  
Purchasing Executive  
Artisan Boulangerie Co.





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## Artisan Boulangerie Co.

**ABC is a Singapore-based contemporary bakery with a focus on high quality products and artisan techniques. Started by artisan baker Eran Mayer in August 2013, ABC has grown to 10 outlets in the city-state. ABC offers a wide variety of fresh made, preservative-free baked goods, café classics and bistro entrée dishes. ABC offers dine-in, take-away, and catering services for office events and home parties.**

More information:  
[www.artisanbakery.com.sg](http://www.artisanbakery.com.sg)

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## TESTIMONY

Zanly YAU, Purchasing Executive, Artisan Boulangerie Co.

### AFTER SELECTING THIS SOLUTION, HOW LONG DID IT TAKE TO HAVE IT GO LIVE?

We were convinced that the solution was of great benefit to us, and it took us less than a month to have everything up and running. The printer is easy to operate and requires no technical expertise to start printing cards autonomously.

### WHAT ARE THE BENEFITS EXPERIENCED FROM USING THE PRIMACY SOLUTION?

First, I would like to point to the ease of use and the strong responsiveness when updating and managing tags. We also value this plastic format which is so easy to clean and is very hygienic. This printer is versatile, as it supports our requirements to deliver specific card profiles for our different applications. With Primacy, we have a customized solution that provides professional-grade printing.

## TECHNOLOGY

The solution adopted by ABC includes a Primacy card printer for dual-sided printing, a user-friendly bundled design software, as well as cards and printer ribbons required for printing price tags and information displays. The printer offers high-definition printing and delivers cards either in single or multiple runs. With Primacy, retailers can carry personalization one step further by printing useful transaction data on the reverse side of the tags: this may be a price, a product reference code, or even a barcode.

Tags and information cards are printed on plastic cards that can withstand the humidity which is relatively high in food departments. The cards and ribbons used are food-compliant and TÜV-certified while the smooth surface of the card allows for easy and fast cleaning, thereby complying with stringent hygiene standards.

For retailers, Primacy is an all-in-one solution to a variety of applications. As in the case of ABC, promotional cards can be personalized, but a retailer can also instantly produce gift cards and employee badges.