

Application Brief

Mobile Shelf Price Auditing for the Retail Environment

Industry

Retail

Product

Duratherm S Label
PB22
PB32
PB50
CK3
SG20

Region

North America

Typical Application

Shelf labeling
Shelf price audits
Item price re-ticketing

Customer Benefits

- Respond quicker to changes in market demand with better price management—faster and more accurate re-ticketing, price audits and markdowns
- Eliminate downtime with the full-shift battery performance of Intermec mobile printers, mobile computers and handheld bar code scanners
- Make changes permanent, with durable labels that can withstand freezer conditions yet still be removed cleanly without leaving adhesive residue
- Help promotions stand out, with labels in a wide range of colors and sizes to meet signage guidelines
- Seamlessly integrate Intermec media, mobile printers, mobile computers and handheld bar code scanners



Industry Need

Aggressive pricing and promotions drive success in retail, and modern consumers are more price-sensitive than ever. The pressure to act and react quickly in modifying pricing continues to escalate. To meet this demand, today's retailer needs increasingly efficient ways to implement accurate pricing changes on the retail floor. Only Intermec provides the total package of mobile printers, mobile computers, bar code scanners, and durable media necessary to label products and shelves at the point-of-use—key to improving store efficiency and eliminating costly errors.

When prices change, it is critically important that the price on the shelf matches the price in the computer; when these do not agree, significant problems result. If the charged price is higher, customer satisfaction plummets. If the charged price is lower, profits are lost. As an added consequence, retailers regularly incur fines when pricing accuracy laws are violated.

Printing today is commonly completed in batch mode using a fixed printer located in a back room away from the retail space. These shelf labeling systems separate a batch printing process from the point of labeling, creating the potential for obsolete, inaccurate, or misplaced shelf labels. Additionally, this separation from point-of-use leads to wasted trips and introduces a greater chance of human error in mis-labeling. For all these reasons, mobile label printing is becoming increasingly popular for shelf and product labeling in the retail environment.

Intermec Solution

With a lightweight handheld computer or bar code scanner and a compact, belt-mounted mobile printer, the retail staffer can print Intermec shelf labels with up-to-the-minute accuracy on demand—where and when they are needed.

Intermec Duratherm S Label face sheet provides the ideal balance of print performance and shelf stability for the retail environment. Optimized direct thermal chemistry reduces the level of printhead energy needed, maximizing labels printed per battery charge. Its bright white background and crisp black print ensure that customers can easily read and identify products and prices. The plastic face sheet, protective top coat, and durable preprint inks ensure printed images survive moisture and exposure to spilled products. These rugged plastic shelf labels have been proven durable and effective in environments ranging from automotive to frozen foods.

Intermec all-temperature adhesive can be securely applied in conditions from ambient retail to freezer case shelving with confidence that it will remain in place for the duration of the price point. This versatile adhesive, paired with the strong synthetic face sheet, also provides controlled removability from most retail shelf surfaces. For unique performance requirements, our broad product portfolio also enables Intermec to provide an alternate adhesive options when needed.

Duratherm S labels enable durable, accurate, easy-to-read mobile-generated pricing, empowering retail enterprises with improved profitability, increased customer satisfaction, and reduced liability.

Media Recommendation

Duratherm S Label with All Temperature Adhesive

Printer Recommendation

PB22/32/50 Rugged Mobile Label Printers [Profile](#)

- Industry's fastest label throughput
- Rugged design for the harshest mobile environments
- Easy to use and support
- Powerful smart-printing capabilities eliminate the PC – the industry's only "smart" mobile printers

Computer Recommendation

CK3R Rugged Mobile Computer [Profile](#)

- **Rugged** – Withstands multiple 1.2m (4ft) drops to concrete across all operating temperature ranges and an IP54 seal rating against rain and dust
- **Scanning** – Integrated high motion tolerance 2D area imager supports high-performance, omni-directional scanning
- **Radio** – Supports industry standard 802.11 b/g/n and Bluetooth radio for adaptable communications
- **Battery** – Industry-leading battery performance will last a full shift and beyond
- **Processor** – Equipped with a power-efficient 1GHz multi-engine Texas Instruments processor, 256MB RAM and 512MB Flash

Scanner Recommendation

SG20 General Duty Imager [Profile](#)

- Integrated Intermec EA30 2D imager provides the industry's fastest omni-directional scanning to speed up the customer checkout process
- Ergonomic styling, with a natural smooth grip and trigger location, maximizes user comfort and saves countertop space
- High-intensity, large LED indicator provides effective visual operational feedback
- Range of models fit for the job—pick from Bluetooth® wireless or corded (tethered) models, and your choice of either 1D or high-performance EA30 2D imaging.
- Complete offering of accessories, including scan stands and holders

The Intermec Advantage

In the retail environment where service is critical, it is essential that the printing and scanning systems work together flawlessly. Intermec products are optimized to deliver superior performance when used together. Our rigorous testing and co-engineering ensures maximum printhead service life, consistently high print quality, and proven label and tag performance in demanding real-world environments. Intermec printers and media are complemented by our complete line of integrated solutions and services, including rugged mobile computers, RFID systems and advanced scanning technology. Intermec products and services are used by customers worldwide to improve the productivity, quality and responsiveness of their business operations.



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