

## FOOD RETAILING

# Genesis creates custom POS food labels for perishables, using LABELVIEW

## Solution Overview

### Industry

Food - Perishable goods

### Application

Custom labeling

### TEKLYNX Software Product

LABELVIEW Gold bar code label design software

### Hardware

Digital price computing scales, label printers

### Software

Microsoft Windows, Genesis Gware

### Partner

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***Managing, preparing and selling perishable items is a challenge for any retailer. But it is especially challenging for smaller grocers, bakers, deli operators and others who have to deal with the perishables and compete with larger organizations that have lots of resources at their disposal.***

***Genesis, a software developer and integrator, recognized this challenge and responded. Using custom-developed software, Gware, along with equipment from leading manufacturers and software from innovative providers, such as TEKLYNX®, they have created a solution for smaller food retailers that helps them compete.***

***The application, which relies on TEKLYNX LABELVIEW™ bar code label design software, enables small retailers and food manufacturers to automate Point-of-Sale (POS) label printing and add special, item-specific promotions to drive sales.***

Food retailing is a low-margin business with plenty of competition. Large companies are able to take advantage of economies of scale. They are also the beneficiaries of many technologies, such as Enterprise Resource Planning (ERP), Warehouse Management Systems (WMS), eProcurement, etc. Smaller retailers, however, face the same challenges without either the financial or the technical resources that are available to the larger players.

Genesis Co-Founders, Greg Nelson and Terry Selkirk, recognized this need and set out to address a few specific market segments – small grocers, specialty food retailers and manufacturers – to help them with the specific challenge of managing perishable product pricing and promotion. Partnering with networked digital scale, label printing and other specialized hardware providers, and adding its own networked custom database software, Gware, Genesis created a pricing/promotion solution that precisely serves the needs of single-store grocery retailers and specialty stores, such as cheese, bakery and meat shops, as well as specialty food manufacturers.

### ***Putting a label on success***

Created from the ground up to address the needs of small retailers with four to ten scales, Gware uses TEKLYNX LABELVIEW barcode design software as the engine for its flexible labeling system. The approach addresses two major issues:

*"We wanted to work with somebody that knew their product backwards and forwards and had a track record, and TEKLYNX did."*

Greg Nelson  
Co-Founder  
Genesis

Using networked digital scales, Gware enables retailers to send pricing information directly to scales in order to accurately price and print product labels. Commented Nelson, "One of the largest price problems in the industry is that people tend to forget to send the price changes to the scale and, since the scale prints and embeds the pricing within the label, if you don't have the current price, you're losing money. Our system automatically updates the POS."

The system also allows small retailers to do something that the larger supermarkets are very good at -- print product-specific coupons and promotions, "tear tags," that are placed on the products to help sell additional merchandise.

Explained Nelson, "A customer buying a salad may need plates to go along with that. There will be a little peel-off tag on the top for 50 percent off plastic plates. Retailers can automatically print the labels every time a salad is weighed and a price label applied."

Promotional labels are big differentiators and major headaches for small retailers. They normally have to buy preprinted labels in quantity -- often in quantities of 500. That's not much of a hurdle for larger supermarkets but, for small stores, this immediately presents a logistical challenge. Questioned Nelson, "Is the minimum order too large for your needs? How many do you order? What sizes? What's the pre-printed information? How do you store them so you can find them again? How do you inventory many different labels? How do you make sure that they are actually used when they are supposed to be? How do you avoid throwing out a whole bunch when they are damaged or dry up and lose their adhesiveness?"

Clearly, on-demand promotional labels are more efficient. They also work well for temporary price reductions, relational price reductions, say for bread and peanut butter, and to adhere to manufacturers' pricing promotion guidelines.

### ***Finding a partner in TEKLYNX***

In developing their product, Genesis wanted to partner with a label design/print software company. They found several prospects, but as Nelson explained, "We were specifically looking for a system that would allow us to incorporate bar codes and had an API that we could write to. LABELVIEW fit the bill and came up to speed relatively quickly for us. We also wanted to work with somebody that knew their product backwards and forwards and had a proven track record, and TEKLYNX did. The product hit the market and hit it right on the head for the small individuals."

The TEKLYNX LABELVIEW software drives all of the label printing. The Gware database stores the pricing and directs LABELVIEW to call up the proper label from its library. The label may include ingredients, storage instructions or other information.

*“We’re helping our customers enhance their capabilities by looking bigger, putting on a better façade and enhancing their image.”*

*Greg Nelson  
Co-Founder  
Genesis*

It could also include the store logo so blank label stock can be used at the thermal printers. The software also prints the special promotion labels.

“We’re printing not only the variable information, but the design, too -- the whole up and down. It can be their logo on a plain white background, or it can be pre-printed and we drop in specific information, such as an image,” explained Nelson.

A case in point is a regional cheese manufacturer that may need to produce 32 labels for one store and 144 for another. With the Gware and LABELVIEW system they can use a single label stock and seamlessly shift between orders – same product, different customer, different labels. The same approach applies to bakeries, specialty food manufacturers – any private label supplier that wants to project a professional image.

“Customers are telling us, ‘We don’t have all this expense in label printing and dead label costs.’ They don’t have to sit on pre-printed labels, which doesn’t make any economic sense,” said Nelson.

### ***Packaged system – Improved image***

Now Genesis is making it easier for its customers to order and implement integrated systems. Nelson said, “We’re working directly with a lot of the factory distribution centers and putting programs together where our customers can not only buy the POS, but they can buy the printer, database software, our scale software and other pieces – one integrated system featuring leading national brands and our custom software that we package and support.”

The Gware and LABELVIEW combination is perfect for Genesis’ target market. “We’re helping our customers enhance their capabilities by looking bigger, putting on a better façade and enhancing their image. They know that if they can put on just a little bit of a tweak, people will purchase more product,” concluded Nelson.