



Merchandising®

Shelf Edge Labeling

Case Study – Challenge:

A major grocery retailer challenged FFR Merchandising to deliver a price labeling solution that reduced labor and material costs, without detracting from label visibility and store appearance.

Solution:

FFR's Data Strip® Label Holders, which protect paper price labels behind a crystal-clear covered-face.

Result:

Actual store test results predict substantial long-term savings and improved the appearance of tags and shelves using Data Strip® Label Holders with paper labels versus using adhesive labels (see chart below). Based on these results, Data Strip® Label Holders have been installed chain-wide.

Labor Savings:

- Test store results show adhesive labels take 69.9% more time to install versus non-adhesive labels.
- Tag retention improves dramatically with Data Strip® Label Holders, reducing re-tagging.

Material Savings:

- Switching from adhesive to paper label stock resulted in an additional 57.9% savings.

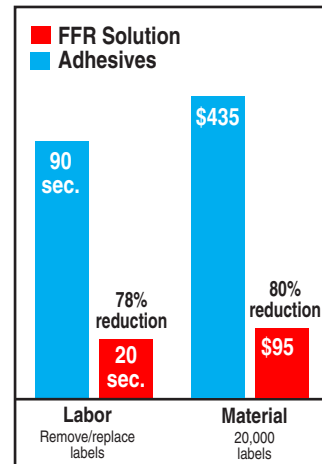
Promotional value and store appearance:

- Labels are kept on-shelf, organized and clean behind Data Strip® clear covered-face.
- Visible labels ensure customers are always aware of promotional pricing, increasing sales.



Contact your FFR representative for a complimentary “Data Strip® Label Holder ROI Analysis” custom-tailored for your retail environment and store metrics.

5-Year Analysis <small>(200 Data Strip® per store)</small>	Adhesive Labels		FFR Solution		FFR Advantage
	1 store	350 stores	1 store	350 stores	
Labor					
Apply initial labels	\$150	\$52,500	\$105*	\$10,500*	\$6,140,750 chain-wide savings (\$17,545 per store)
Remove/replace labels	\$22,500	\$7,875,000	\$5,000	\$1,750,000	
Material					
	\$2,175	\$761,250	\$915**	\$320,250**	\$441,000 chain-wide savings (\$1,260 per store)
TOTAL	\$24,825	\$8,688,750	\$6,020	\$2,107,000	\$6,581,750 chain-wide savings (\$18,805 per store)



*Includes initial labor to install Data Strip® Label Holders (\$30-1 store/\$10,500-350 stores).

**Includes initial cost of Data Strip® Label Holder product (\$490-1 store/\$171,500-350 stores).

* ROI will vary with the number of shelves installed, risk factors at the installed sites, store sales levels, previous merchandising methods, labor rates and current store maintenance practices.

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