

# SUCCESS STORY



## ELEGANT PRICE TAGS ENHANCE THE IMAGE OF SINGAPORE BASED BAKERY STORES

Artisanal bakery concepts have been growing fast in the last years in Asia. The 10 stores of the Singapore based Barcook Bakery group are known for their original bread creations and their elegant stores. For the managing director Lih Cherng SIM, the price tags displayed in the stores represent an integral part of the professional and modern image of the group.

When the Evolis distributor in Singapore, ALC Technologies, contacted Barcook Bakery to present the new all-in-one solution from Evolis, the managing director was already looking for a new solution to issue price tags. Beforehand, the stores printed their price tags on paper, laminated them and inserted them into acrylic holders. But the laminates peeled off easily and the cards needed to be replaced frequently. For Lih Cherng SIM it was a very costly and time-consuming process.

- **CHALLENGE**

Optimize the issuance of price tags and enhance the overall image of the stores

- **MARKET**

Retail

- **APPLICATIONS**

Price tag

- **EVOLIS SOLUTION**

Zenius

## PRICE TAGS ARE PRINTED AND CLEANED IN A BREEZE

In 2015, Barcook Bakery purchased the all-in-one price tag issuance solution from Evolis which included the plastic card printer Zenius, a card design software and consumables. This system would enable them to issue professional plastic price tags directly in the store within a few minutes. "The previous price tags were easily spoiled. With the Evolis solution, the tags are much easier to clean and the printing quality is very satisfying," explains Mr Sim.

Through the cardPresso software Barcook Bakery can now personalize their price tags with their corporate green color, the company logo and the corporate font. All price tags are designed and printed at a central level. The tags are printed on the front side with text in white color and contain an icon of the product. The plastic cards do not need any accessory to stay in place as they are manually bent to create a stand using the same card.

Around 30 to 60 price tags are edited every two months for each store.



“With the Evolis solution the price tags are much easier to clean and the quality is very satisfying.”

Lih Cherng SIM  
Managing Director



**TESTIMONY** Lih Cherng SIM - managing director



BARCOOK

**Barcook Bakery Pte. Ltd.**

Barcook is a Singapore-based contemporary bakery offering freshly-baked breads and pastries produced with artisan techniques. Barcook Bakery started in May 2008 with a small kitchen in Hong Lim Complex. Today, the group counts ten outlets in Singapore and 1 in Malaysia.

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



**WHAT ARE THE ADVANTAGES OFFERED BY THE SYSTEM FROM EVOLIS?**

The issuance of our price tags has become much faster, the software is very user-friendly and the nice design of our price tags enhances the overall image of our stores. We are now able to save costs and time.

**HOW DID YOU EXPERIENCE THE SET UP?**

The Evolis solution was just what we were looking for. We made the decision right away without looking for any other solutions. As soon as we received the printer and the consumables, we started printing. Now that the system is running smoothly, we are also thinking of making cards in other colors for specific information such as new products.

**EDIKIO - THREE NEW PRICE TAG SOLUTIONS**

In March 2017, Evolis has launched three new all-in-one solutions for price labeling on plastic cards that meet the diverse needs of small, independent food retailers up to large retail outlets. All Edikio solutions are comprised of card design software, a card printer, blank plastic cards and a print ribbon, enabling cards to be printed quickly and independently onto a plastic card. Price tags can thus be created at any time, directly at the point of sale, individually or in batches.

Evolis offers three solutions adapted to the needs of all food retailers:

**Edikio Access**, the affordable solution for single-sided card printing in credit card format for small volumes.

**Edikio Flex**, the flexible solution for printing price tags in long format as well as credit card format to fit different display needs.

**Edikio Duplex**, the advanced solution for double-sided and high-volume card printing. The reverse side allows for the display of information dedicated to the sales staff.

The printer operates just as easily as an office printer. The plastic cards and the print ribbon included in the Edikio pack are installed in a single gesture.

**INTUITIVE AND INNOVATIVE SOFTWARE**

The software, unique in the market, is the only one dedicated to price management and printing of price tags on plastic cards and has been specially designed for food professionals (butchers, bakeries, delis, caterers, fishmongers, ...). All versions of the software are simple to use, customizable and allow the import of price data via an Excel file.

The most advanced version of the software, «Ediko Pro» available with the Edikio Duplex solution, is able to manage multi-user rights, a requirement of most large food retail outlets.