

**In-store tag
and sign printing
— do you have the
best vehicle for
your program?**



A white paper by



The only constant is change.

While the adage is attributed to Heraclitus of Ephesus (c. 535 - 475 B.C.), it has never been more apropos than it is today, especially in the retail industry.

In the 1970s, only a handful of major breweries dominated the U.S. marketplace. Today more than 2,500 microbreweries* flood the shelves, and many retailers promote mix-and-match six packs. Not so long ago, one purchased hardware, clothing, electronics, pharmaceuticals, and food at separate and individual stores. That's hardly the case anymore. And the ubiquity of mobile apps and devices has empowered today's shoppers with more information, faster and on the go.

Now let's consider the potential for change retailers face every day at the shelf edge. Seasonality, sale wars, and product availability drive prices up and drive prices down. Product descriptions change. Shelf tags get damaged or go missing. These pressures require swift response if a retailer is to remain competitive, so many have opted for at least some measure of in-store tag printing.

The challenges of in-store printing.

The most compelling argument against in-store printing is that it likely isn't your core competency as a retailer — after all, are you in business to print tags and signs, or to sell products? Constant maintenance and keeping up with the latest technology can take its toll. Therefore, be wary of in-store printing programs that could turn out to be overlooked profit killers through high overhead costs and investment of time and resources.

Nevertheless, we recognize the need to print emergency or ad hoc tags and signs on the spot. The key is to limit the number that you print in store, then work with an outsource printer to do the kind of heavy lifting that yields:

- Full-color imagery
- Data-driven marketing programs
- Labor-saving efficiencies

The very best solution perfects this model by synergizing your in-store processes with the capabilities of an outsource printer.

*Be wary of in-store printing programs
that could turn out to be overlooked
profit killers through high overhead costs
and investment of time and resources.*

*Source: Brewers Association, Boulder, CO

How a hybrid solution can give you the best of both worlds.

"Though the provision of shared services and outsourcing are very different models, where there are constant debates about the merits of both, there is an increasing view that they can harmoniously co-exist... Hybrid models are being developed to leverage the benefits inherent in each, offering organizations greater flexibility and options when it comes to more efficiently managing their business processes."

— Mark Atterby, *The Sauce* newswire service for business process outsourcing in the Asia Pacific

Grocery and other retail chains typically cannot bear the cost burden of facility and personnel overhead, equipment procurement and maintenance, software upgrades, and stock inventory. They also cannot easily realize the economies of scale and labor saving efficiencies afforded through a third-party high-volume printer. On the other hand, retailers often worry that outsource printers may not be able to furnish emergency replacement tags at a moment's notice. Waiting for the next print run and delivery may not be acceptable.

Maximize the benefits of both.

By synergizing in-store processes (such as on-demand data streams) with the capabilities of an outsource printer (e.g., data enhancements such as sequencing, cleanse, reporting, and robust product information), retailers can manage and streamline their entire tag and sign printing operation under the guidance of a single-source, third-party provider.

With this model, retailers get exactly the emergency or replacement tags they need, exactly when they need them, while benefitting from cost efficiencies and the latest technological advancements. Bacompt's In-store Solution also provides design continuity — there is no visual difference between the in-store printed tag and the outsourced tag.

Furthermore, retailers get the assurance of data integrity throughout their tag and sign programs, whether outsourced or printed in store. It's especially important to maintain 100 percent integrity between point-of-sale systems and print files in markets that fine heavily for pricing errors.



How a hybrid solution can give you the best of both worlds.

How simple it can be.

If your in-store solution has been designed to exploit the strengths of an outsource printer, adopting this hybrid model should be practically effortless.

With Bacompt's In-store Solution, all you'll need is Internet access, a PDF reader, and a black and white printer. After uploading your data to a cloud-based server, Bacompt handles all data management and formatting. We then generate composite PDF files (viewable on our secure website) for printing either in your store or at one of our facilities. You and your designated employees have access to your entire inventory of tag and sign templates simply by logging on to our website where you can:

- Make edits to existing tags
- Place re-orders
- Order pre-printed template stock

It is important to note that our process does not require the management of multiple data streams. The replacement tag you choose to print in store is generated by the same data stream that we use to produce your high-volume, multi-function tags.

The screenshot displays the 'Edit Order' page for the Bacompt In-store Printing Solution. The browser address bar shows the URL: <http://www.bacomptinstoresolution.com/Orders/Edit>. The page features the Ace Market logo on the left and the title 'BACOMPT IN-STORE SOLUTION'. The main heading reads 'Edit REG order for Ace Markets Inc. at Ace Markets 345'. Below this, there is a search bar and buttons for 'Replacement Tag' and 'New Tag'. A 'Quick Add' button is also present. The central part of the page contains a table with the following data:

Copies	Barcode	Catalog	Description	Item	Pack	Sale Retail	Size
1	D S D	114	PF GREEK YOG BLACK CHERRY		1	10/\$10	6 OZ
1	D S D	114	PF GREEK YOG BLUEBERRY		1	10/\$10	6 OZ
1	D S D	114	PF GREEK YOG PEACH		1	10/\$10	6 OZ
1	D S D	114	PF GREEK YOG PINEAPPLE		1	10/\$10	6 OZ
1	D S D	114	PF GREEK YOG RASPBERRY		1	10/\$10	6 OZ

Below the table, there are 'Edit Item' and 'Delete Item' buttons. The footer contains copyright information for 2014 and contact details for Bacompt, including the address in Carmel, IN, and a phone number. The user is identified as 'testuser' with the role of 'Associate'.

In-store tag and sign printing – two scenarios.

Retailer A – prints all tags and signs through an internally developed in-store program.

Five years prior, Retailer A made a substantial investment in equipment that is now in need of constant maintenance. They have been limping along with outdated software that is no longer supported and falls short of accommodating today's data-enhanced features. Consequently, Retailer A became stuck in a situation of producing underperforming tags at a very high overhead cost. They were at a distinct disadvantage against their competitors who utilized more advanced in-store printing programs.

Retailer A contacted Bacompt for a recommendation but made it clear that they were hesitant to give up control of their day-to-day tag maintenance. After a consultation and review of their current processes, we presented a two-pronged approach.

1. Outsourcing their high-volume tags. We illustrated cost savings related to:

- Economies of scale, in terms of cost per tag and substrate choice
- Drastic reduction of in-store overhead
- Labor-efficient enhancements: digital sequencing, duplicate cleanse, and exception reporting
- Access to revenue-enhancing marketing programs such as those funded by CPG brand funds

2. Retaining control of emergency or maintenance tags with our In-store Solution. Benefits include:

- Easy to use web interface
- Print at will and at any store location
- Tag and sign design that's consistent with overall branding
- Immediate access to all current and archived tags and signs
- Management of one data stream
- Minimal requirements on retailer

The result: **cost savings, immediacy, and control.**

ACE market

BACOMPT IN-STORE SOLUTION

Order #	Store	Order Name	Template	Tags	Date	User	Actions
47	333	Weekly Order	Recurring Weekly Order	120	11.10.13 12:00 AM	nmiller	[M]
38	051		Manager Special (12 UP)	12	11.06.13 11:29 AM	amarsh	[M]
46	333	Weekly Order	Recurring Weekly Order	120	11.05.13 12:00 AM	nmiller	[M]
32	123		Manager Special (12 UP)	12	10.23.13 12:08 PM	nwagner	[M]
31	123		Manager Special (6 UP)	6	10.23.13 11:18 AM	nwagner	[M]
15	123		Manager Special (12 UP)	12	9.30.13 8:18 AM	nwagner	[M]
13	333		Manager Special (6 UP)	6	9.16.13 12:29 PM	nmiller	[M]
8	333		Manager Special (6 UP)	6	9.11.13 7:52 PM	nmiller	[M]

Log off

Manage

- My Account

Orders

- New

Open Orders

- Print Orders

Stock

- Order Stock

Bacompt.com | Copyright © 2014. All Rights Reserved | 12742 Hamilton Crossing Blvd. Carmel, IN 46032 | (800) 533 7109 | customer.service@bacompt.com

Username: testuser Role: Associate

In-store tag and sign printing — two scenarios.

Retailer B — outsources high-volume tags to one printer, signs to another printer, and prints maintenance tags in-store.

When it was time for Retailer B's contract renewal, Bacompt was fortunate enough to be involved in the bidding process. While we didn't have to convince them of the benefits of outsourcing, we did discover three key areas within their in-store program that were in dire need of improvement:

1. Program overkill. Retailer B had subscribed to in-store printing software that was one-size-fits all. This means that they were saddled with a template-based system that put limitations on data and degree of customization, and yet they were paying high costs — for both ongoing programming as well as bells and whistles they didn't need. Our In-store Solution is highly adaptable, offering both flexibility and economy while maintaining focus on the core needs of the retailer.

2. Separate data streams. Retailer B's outsourcing programs were being provided by two different suppliers, and they self-managed their in-store program. This means that Retailer B was managing multiple data streams, which resulted in unnecessary duplication of human resources, as well as an increased chance of human error. By consolidating and managing all data with one partner, Bacompt streamlines processes, eliminates duplication, and reduces error.

3. Waste. Our In-store Solution offers the ability for individual stores to review and make quantity adjustments to any tag or sign order prior to printing, thus eliminating waste in the initial print run. Stores can order exactly what they need when they need it. The need to keep large quantities of preprinted stock on hand is also eliminated because order quantities are more precise to each store and the vast majority of tags and signs are provided by a single, outsourcing partner.

The result: **maximized synergies.**



In conclusion.

We can all agree that retail is a tough business, demanding swift response not only to the ever-changing market, but to operational challenges as well. The real question is how do you meet those demands at the shelf edge, while maintaining focus on your core competencies as a retailer?

We believe the answer is a hybrid solution that is designed to give you, the retailer, immediacy and control, while at the same time exploit the strengths of an outsource printer. Our In-store Solution is designed to do precisely this.

Whether you currently print exclusively in-store or employ multiple resources for your tag and sign program, we can demonstrate how switching to our hybrid model can:

- Ensure greater data integrity
- Promote continuity of brand throughout the store
- Exploit labor-saving efficiencies
- Increase flexibility and responsiveness in executing your shelf-edge program

What's more compelling is that adopting a thoroughly cohesive hybrid model such as ours should be practically effortless with cloud-based data management and easy-to-use web interface.

Bacompt would be happy to examine your current tag and sign printing model and provide a recommendation that will maximize the benefits of both in-store and outsource printing. You may just find that you can realize more streamlining, and savings, than you imagined.

“Hybrid models are being developed to leverage the benefits inherent in each, offering organizations greater flexibility and options...”

About Bacompt.

Data. Driven. Results.

Bacompt has been blazing the technology trail in shelf-edge communications for over thirty years. As one of the first providers of high-volume digital printing, we've consistently pushed the boundaries of not only what we offer, but also what is possible.

While we have developed some very unique and creative applications, everything we provide rests on our ability to manipulate and process data. Data that gives you more information about your customer, saves your company labor costs, and puts you in front of your customer more effectively.

Value-added services.

- In-store printing solution
- Full-service design
- Full panoply of printing, including POS signage
- Data services, including barcodes and QR codes
- Marketing programs, including:
 - Integrated wine marketing
 - Trade-supported marketing
 - Nutritional programs
 - Sustainability marketing
- 24-hour turn, direct store delivery



12742 Hamilton Crossing Blvd.
Carmel, IN 46032-5422
800-533-7109
www.bacompt.com