

Case Study: Safeway, Inc. Loss Prevention

THE CHALLENGE:

Safeway, Inc. is one of North America's largest food retailers with approximately 1,700 stores located mostly in the western, midwestern and mid-atlantic regions of the U.S., as well as western Canada.

This retailer was incurring lost revenue due to price switching in its meat and seafood departments as thieves were removing discounted price labels on products and switching to non-sale items. Safeway needed a low cost, efficient solution that included labels with Julianne date codes and pricing, promotional messaging and a static bar code for tracking.

THE SOLUTION:

Safeway worked with Avery Dennison for other labeling solutions and turned to them to work on the best solution for this business challenge. The first recommended solution included security slits for the labels, however these slits interfered with the scanning of the static UPC barcode.

The Avery Dennison supplies engineering team presented Safeway with a non-repositionable label based on the concept of removeable coupons. The unique construction of this label makes it harder for thieves to remove the label and place it on another item.

Safeway tested this non-repositionable material and deemed it a "great success" in helping to reduce their shrink losses and well as maintaining the integrity of the bar code for scanning.

WHY AVERY DENNISON:

Avery Dennison's supplies engineers and solutions experts continually develop innovative solutions in order to solve our customers' most challenging situations. Partner with us to discover how we can improve your bottom line with price management, loss prevention, inventory management, traceability and brand elevation.

ELEVATING BRANDS. ACCELERATING PERFORMANCE.

For more information call 800.543.6650, prompt 5 or email printersolutions@averydennison.com.



Innovative, intelligent and sustainable labeling and printing solutions that accelerate supply chain performance, increase productivity and elevate the consumer experience.

AMERICAS

170 Monarch Lane
Miamisburg, OH 45342
937 865 2123 (direct)
Tel +800 543 6650
(8:00 a.m.–6:30 p.m., EDT)
Fax +937 865 6663

ASIA

No. 7 Chun Ying Street
Tseung Kwan O Industrial
Estate
New Territories, Hong Kong
Tel +852 2372 3169
Fax +852 2995 0014

WESTERN EUROPE

1 Thomas Road
Wooburn Green
Bucks HP10 0PE
Tel +(44) 1628 859500
Fax +(44) 1628 859567

ASIA PACIFIC

NEW SOUTH WA
61 Vore Street
Silverwater NSW 2128
Tel +61 (02) 9741 6900
Fax +61 (02) 9647 1914
Toll free 1800 224 404