

# Case Study: Shirokiya Japan Village Walk Food Inventory Management

## THE CHALLENGE

Japanese department store Shirokiya more than doubled in size in 2016 when the company relocated to a 65,000-square-foot space in Hawaii's largest mall, Ala Moana Shopping Center in Honolulu. This move allowed for the creation of the Shirokiya Japan Village Walk, the company's expansion of its successful food service concept, from 18 to 40 concessions.

With this growth, Shirokiya's management needed a way to control pricing and UPC data while having the ability to easily add and update items from the various food vendors on the point-of-sale located in the main office.

Previous to the expansion, vendors were using a competitive brand of Ishida Scale and labels purchased from a local company. Every time a change needed to be made or items were added, a Shirokiya representative had to personally program each system or they had to pay a third party dealer a fee to update the system for them. This resulted in thousands of dollars in charges and hundreds of hours in lost productivity.

"The Ishida Scales are expensive and a hassle to program so we were looking for a more efficient and cost-effective option," said Shirokiya senior accountant Susan Ninomiya.

## THE SOLUTION

Avery Dennison introduced Shirokiya's management to the Avery Dennison® Monarch® FreshMarx® 9417 printer, a food inventory management solution to help them maintain data integrity for their restaurants.

"A big part of the appeal was our system gave Shirokiya the control to program in all the items and UPCs," said Avery Dennison sales representative Ed Lee. "They like that because they're the ones that have to set the pricing and the UPC item numbers and everything. They want to have that control."

"Cheaper cost, ease of use and programming, simple set up and design are some benefits," Ninomiya said. "Now, we have all the vendor items with proper SKU barcoded and categorized in the accounting office PC and have better control of the retail pricing. We can make changes or add items easily on a zip drive and hand this secure zip drive to the vendor to download to the 9417s."



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Lee worked with Shirokiya to negotiate a custom two-year bundle that included the FreshMarx 9417 printers, labels, onsite maintenance and service support, installation and training. The result was a 5 percent annual savings in supplies costs for the first two years and a 33 percent annual savings thereafter. This package will also save the company around \$2,500 annually for maintenance expenses.

## WHY AVERY DENNISON

The Avery Dennison FreshMarx 9417 printer provides users with greater protection of critical food data. Applications include brand-customizable pricing and promotions, ingredient and nutritional labeling and employee identification. The printer also marks the time and date of each listing, along with identifying who it was prepared by, used by and received by.

For food purveyors such as Shirokiya, this means accelerated service and performance that protects customers and employees while meeting compliance requirements for global food labeling safety standards.



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