

SUCCESS STORY



BAKERY CHAIN *LE GRENIER À PAIN* PRINTS ELEGANT PRICE TAGS IN-STORE

Founded in 1997 by Michel Galloyer, Grenier à Pain has over 30 bakeries in France and abroad. Since 2015, Grenier à Pain have issued their price tags with systems from Evolis.

Since the creation of its first bakery, Grenier à Pain keeps growing. Having sold brand licenses in association with the CEO's name to accelerate its international expansion, Grenier à Pain is now present in Japan, the Middle East, China and Russia.

In terms of product labelling, the management used to purchase its tools from various sources, such as Bakers confederations, which provided labels that had to be personalized using small Dymo label printers. Otherwise, the shop manager would handwrite them, assuming he or she had a fancy handwriting.

In 2015, Evolis proposed to Michel Galloyer its new all-in-one solution for issuing price tags in-store via a desktop plastic card printing system.

- **CHALLENGE**
Streamline and optimize the update of price tags
- **MARKET**
Retail
- **APPLICATION**
Price tag
- **CUSTOMER**
Grenier à Pain, France
- **EVOLIS SOLUTION**
Edikio Access

A HUGE TIME SAVING FOR THE STORES

Michel Galloyer deployed Zenuis printers including card personalization software in its French bakeries as he saw numerous advantages in this simple and affordable solution: the price tags printed on black plastic cards allow a consistent and professional brand image but also customized content, a huge advantage as the shops do not all sell the same products. Indeed 20% of the product references of Grenier à Pain are different, depending on the region. Product names and ingredients can vary from one bakery to another, but the branded header of the price tag remains the same.

"Now that everybody is used to the system, the time saving is huge, and the washable cards assure a perfect hygiene," declares Michel Galloyer.



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Michel Galloyer,
CEO,
Grenier à Pain



EDIKIO - THREE NEW PRICE TAG SOLUTIONS



In March 2017, Evolis 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.

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, fish markets, ...). 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, «Edikio Pro» available with the Edikio Duplex solution, is able to manage multi-user rights, a requirement of most large food retail outlets.

