

Roche Bros. Supermarkets

Roche Bros. Supermarkets, a regional grocer in Massachusetts, needed to upgrade its home-grown signage system for more flexibility and better-looking signs. With Lexmark's cloud-based Print and Digital Signage solution, Roche Bros. is able to distribute batches of signs and labels to stores over the Internet. For store-printed signs, associates simply sign on and print what's needed—be it the entire batch or just a few replacement signs.

Challenge

Roche Bros. Supermarkets, a regional grocer in Massachusetts, needed a change. Its homegrown system for in-store signage offered little flexibility. Signs and tags were printed at headquarters and sent out to stores, but the process created a lot of waste. Stores received more signs than they actually needed. For replacement tags, requests were sent to headquarters and required a day to process.

Roche Bros. needed a new solution: one that was flexible and able to keep up with its evolving signage needs. It needed a system that would reduce waste, improve distribution speed, streamline the creation of ad-hoc signs and allow customization of both in-store and central-print processes.

Solution

Cloud-based print and digital signage solution

Lexmark's Print and Digital Signage solution delivered in the cloud is a Web-based application that handles all aspects of printing signs, shelf-edge labels, fact tags, coupons and publishing to digital signs and electronic shelf labels (ESLs). Using data from a central source, the system delivers on-demand sign and label printing via the Internet. Since the signage system is delivered in a cloud-based model, it provides the best of both worlds to retailers: a sophisticated and scalable signage system without the hassle of server infrastructure and application maintenance. Roche Bros. is now able to distribute batches of signs and labels to stores over the Internet. Store associates simply sign on and print the signs that are needed—be it the entire batch or just a few replacement signs.

Results

Full control of all sign printing

What makes the Lexmark solution unique is the way it combines in-store and central printing in one system. From the same tool, store associates can see the status of centrally printed groups of signs (batches) to anticipate sign changes and/or print ad-hoc signs on an as-needed basis. Store managers

Meet Roche Bros. Supermarkets

Headquartered in Wellesley, MA, Roche Bros. operate 18 neighborhood supermarkets, employing over 4,600 associates. Second-generation owners Rick and Ed Roche carry on the family tradition, operating Roche Bros. with pride, and bringing home delicious, quality food to their family table.

- ▶ **Founded:** 1952
- ▶ **Employees:** 4,600
- ▶ **Headquarters location:** Wellesley, MA
- ▶ **Retail locations:** 18
- ▶ **Retail banners:** Roche Bros., Sudbury Farms

Products in use: Lexmark Print and Digital Signage

“The difference between the signage solution from Lexmark and what we used to have is huge ... It’s like upgrading to a Cadillac after driving a Pinto.”

Bill Pohl

Director of Pricing
Roche Bros.

are better informed of all signage activities to easily manage any changes or interruptions. “The difference between the signage solution from Lexmark and what we used to have is huge,” says Bill Pohl, director of pricing for Roche Bros. “It’s like upgrading to a Cadillac after driving a Pinto.”

Quick and efficient work in the aisle

Now, signs are printed in the stores quickly and efficiently. Stores receive an electronic batch of signs from headquarters and they print only what will be used. Store employees use handheld tools to make quick work of identifying what tags are needed. And, seasonal promotions can be saved and re-used year after year, making repeated tasks more efficient. “Stores picked it up very well,” states Pohl. “They are able to go into the batches themselves and figure out what is needed.”

Noticeable and immediate waste reduction

Prior to implementation, Roche Bros. didn’t have the option to print only the tags it needed. Now that signs are available via the Internet and accessible to store associates throughout every Roche Bros. location, store associates need only log on to find and print a replacement tag. It’s quick and easy to choose the tags instead of printing superfluous material and tossing the unused tags. Pohl states, “We’re saving a tremendous amount of stock. Before the stores couldn’t print replacement tags. Now they can and it’s saving a lot of time and material.”

Consistent, quality presentation across all stores

Now, the look of signs and tags are consistent across all stores. Whether created from a batch or printed ad-hoc, sign templates are consistent and the look is always right. For example, unit price of measure is calculated automatically, keeping the store in compliance with regulations.

Reduced maintenance for retail IT teams

The Lexmark cloud-based signage solution is fully implemented, integrated, maintained and supported by Lexmark. Because it’s delivered in the cloud, there’s no software to update and it’s accessible from any computer throughout the organization. To get started, the Roche Bros. provided design specs to the Lexmark team of template developers and the services team built templates that matched the brand and style. All of the signs printed by Roche Bros. or Sudbury Farms are consistent throughout all store locations.

About working with the Lexmark team, Pohl says, “They were great. The Lexmark solution architect is one of the best I’ve ever worked with from any vendor.” With an expedited implementation, retail IT departments don’t have to undergo the usual training to configure and maintain the application, and store associates are able to work with a simple, highly intuitive user interface.

Read and watch more stories of success from our global customers at www.lexmark.com/success