

SUCCESS STORY



SINGAPORE WINE COMPANY IDENTIFIES BOTTLES WITH EDIKIO PRICE TAGS

Operating a restaurant is very demanding and high staff turnover rates do not always allow much time for training. The restaurants of The Wine Company in Singapore face an additional challenge as their wine lists are expansive. Personalized plastic cards now help employees to quickly identify the right wine bottle in their vast wine cellar.

Established in Singapore in 2003, the three outlets in Singapore combine wine shop and restaurant. The flagship outlet at Sentosa Boardwalk has recently been equipped with Edikio Access, the plastic card printing solution that creates and prints price tags. The tags are placed in front of the bottles which are stored in the company's wine cellar.

- **CHALLENGE**
Food tags for identification of wine bottles
- **MARKET**
Food retail
- **APPLICATION**
Food tag
- **EVOLIS CLIENT**
THE WINE COMPANY
- **EVOLIS SOLUTION**
EDIKIO ACCESS

WINE BOTTLES LOCATED WITHIN SECONDS

Customers often like to try several types of wine in one evening and employees must be able to quickly locate the ordered wine in the cellar. Belinda Lim, the owner of The Wine Company, remarked that it was very time consuming for staff to locate the bottles. When Evolis Singapore demonstrated the business solution Edikio Access, she immediately saw the value of this system and recognized it would help to clearly and quickly identify the wine bottles.

"We wanted to help our employees to find wine bottles stored in the cellar at one glance, so we could serve our customers promptly and minimize the time spent searching", explains Belinda Lim.



"We are able to fit all relevant information on the credit-card sized price tags. The cards are easy to clean and durable."

Belinda Lim, Partner of TWC





50 WINE PRICE TAGS PRINTED EACH MONTH

The price tags - black cards printed with white text - display the name, varietal, producing region, vintage year and the price of the wine for customers who wish to purchase directly from the wine collection. With this clear display of information, employees and customers are able to walk in and pick out the bottle they want in a matter of seconds. In addition to the ease of recognizing each bottle, the tags also make the wine cellar look neater. 40 to 50 new price tags cards are printed each month, depending on the stock evolution and new products offered.

Belinda Lim is enthusiastic about this solution: “All relevant information on our wines fit easily on the credit-card sized price tags and the printer is small enough to be placed in our back office.”

ABOUT EDIKIO PRICE TAG

Evolis offers three solutions which are suitable for all printed price tag needs of professional food retailers. Each solution is made up of a printer, a dedicated software for card design and product information management, blank plastic cards and a print ribbon, allowing for fast and easy printing of labels on the plastic cards.

Edikio Access, the affordable solution for printing single-sided price tags in credit card sized format. The best option for low volume printing of price tags.

Edikio Flex, the flexible solution for printing single-sided price tags in long format (120 x 50 mm and 150 x 50 mm and) or in credit card sized format to meet various display requirements.

Edikio Duplex, the advanced solution for printing double-sided price tags in large volumes.

INTUITIVE AND INNOVATIVE SOFTWARE

The Edikio software included with each solution has been specifically designed to meet all the price tag needs of food professionals. It is simple to use, customizable and offers a large choice of card templates as well as a library of 300 icons for the display of allergens, food symbols, etc.