

# SUCCESS STORY

## CUSTOMIZABLE PRICE TAGS FOR BIOCOOP ANGERS

The return to fresh, non-packaged organic products is a big trend today. The Biocoop group is the market leader in France for the distribution of organic products and has experienced stunning growth in the last ten years. Keen to create a professional image while complying with European regulations on food labeling for consumers, the managers of the three CABA-Biocoop stores in the Anjou region of France wanted to set up a new labeling solution for fresh produce.

During a professional catering and food services trade fair held in Nantes in October 2015, Isabelle Leveugle, deputy sales director, attended a presentation by Evolis about its customization and plastic card printing solution. Readability, appearance, and cleanliness, as well as the option of displaying all the obligatory information on a plastic card which has the size of a credit card, quickly won her over. CABA-Biocoop previously used paper tags with or without lamination to present its products. "But this wasn't very professional," admits Isabelle Leveugle. "Today, our labels comply with current standards and look a lot more professional. The cardPresso software lets us create our own tags in a few minutes with the name of the product, its price, the European organic farming logo, a small product icon, and information on the allergens! The system is easy to use and it doesn't require any training," explains Isabelle Leveugle.

The Zenius printer installed in the offices began by producing over 100 price tags for the cheese section and about forty for the deli counter. Today, the deputy director of the store customizes and prints about 15 labels per week for the three stores.

### THE ADVANTAGE: MULTIPLE FUNCTIONS

The Evolis solution perfectly meets the expectations of the Biocoop cooperative by producing cards with multiple functions. The store also produces cards containing customer information displayed in front of the tills, as well as staff ID badges showing their first name and an icon indicating the department they work in. A CABA creation! The sales management team was quickly won over by the benefits of the Evolis solution because it enables them to respond quickly and flexibly in terms of printing price tags and other media.



- **CHALLENGE**

Comply with regulations and professionalize labeling for fresh produce

- **MARKET**

Retail

- **APPLICATIONS**

Price tag and staff ID badges

- **EVOLIS SOLUTION**

Zenius



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Isabelle Leveugle,  
deputy sales director





## TESTIMONY Isabelle Leveugle, deputy sales director

### WHY DID YOU CHOOSE A PLASTIC CARD LABELING SYSTEM?

We studied the possibility of investing in a system of electronic tags, but this a costly solution and difficult to manage. The Evolis plastic card printer has the advantage of being more affordable for small sales networks like ours and very easy to use. And of course the result is of a very good quality.

### IN YOUR OPINION, WHAT ARE THE BENEFITS OF THE ZENIUS SOLUTION?

The labels can be cleaned easily in seconds. They also strengthen our image because the printing quality is very professional. Lastly, the printer is flexible and perfectly meets our needs thanks to its graphic customization and capability to print cards for a range of uses: price tags, customer information, and staff ID badges.

## Biocoop Caba

The national Biocoop network is the French market leader for the distribution of organic products, with 400 stores in France. The chain was the first to adopt the bulk strategy in order to avoid packaging. The group lobbies for responsible consumption and local organic farming. BIOCOOP-CABA in Angers is a cooperative limited company created in 1982 with 10,000 members, more than 6,000 listed products, and 70 employees.

Find out more:  
<http://biocoop-caba.fr>

## EDIKIO - THREE NEW PRICE TAG SOLUTIONS

In March 2017, Evolis has developed 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, fishmongers, ...). 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, «Ediko Pro» available with the Edikio Duplex solution, is able to manage multi-user rights, a requirement of most large food retail outlets.

The printer operates just as easily as an office printer. The plastic cards and the print ribbon included in the Edikio pack are installed in a single gesture.

