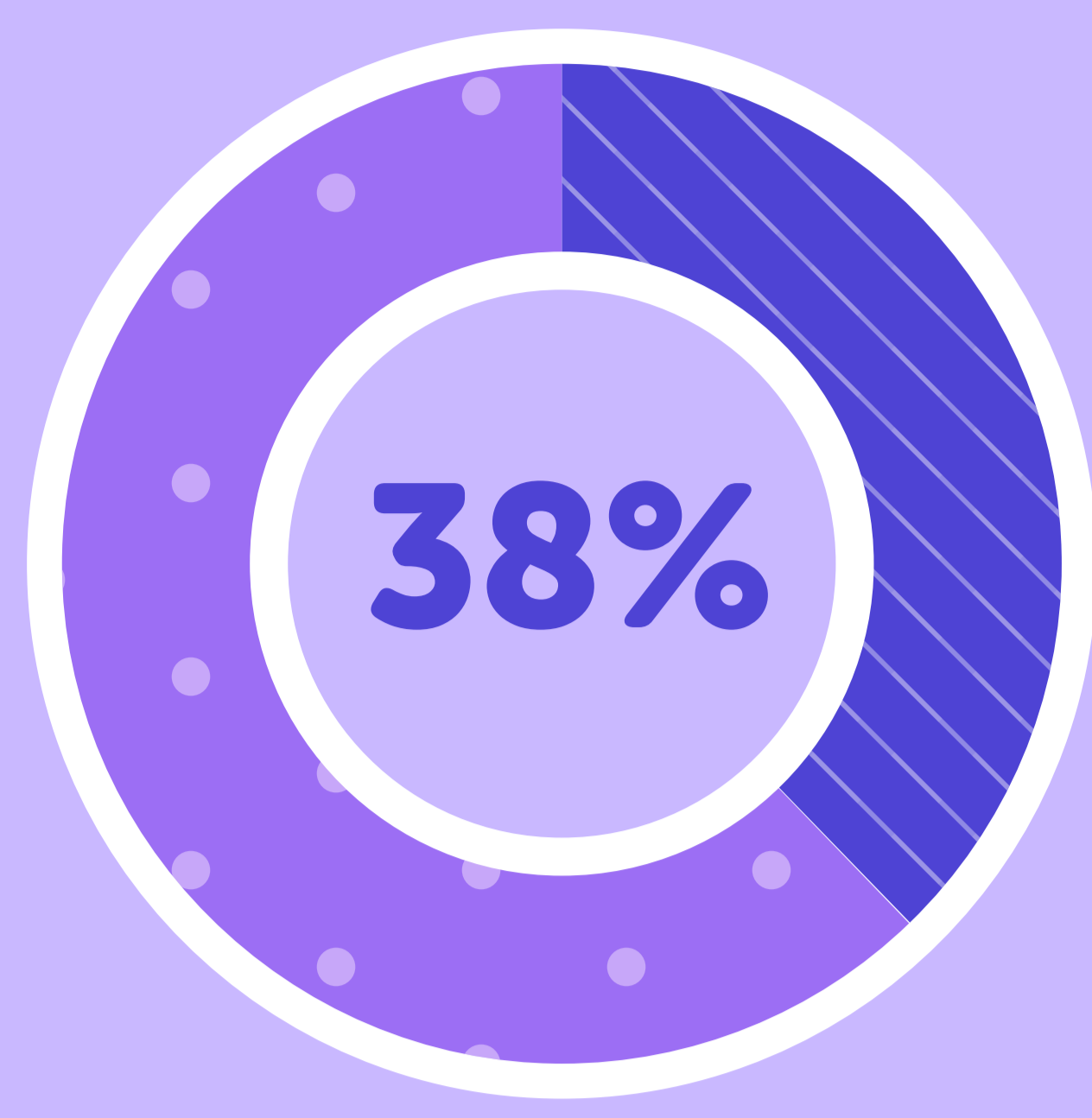


The hidden cost of price-labelling errors in retail

Brother and BarcodeGenie, the retail labelling experts, uncover what it's costing you.

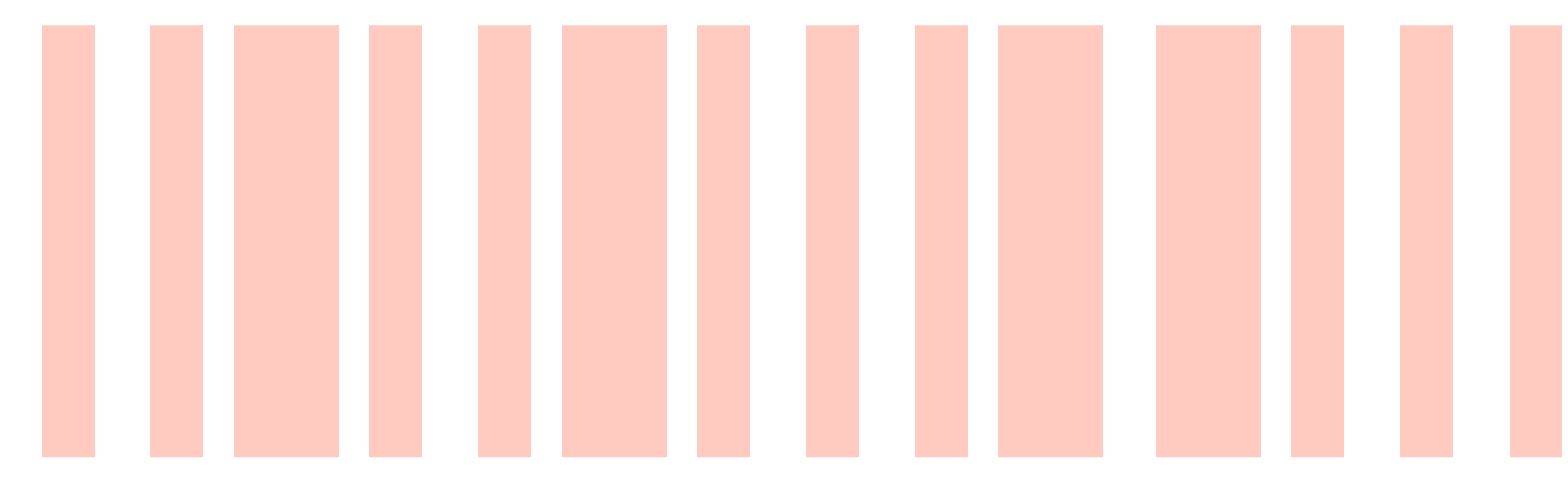


of retail managers admit to mis-labelling price tags once a day or more

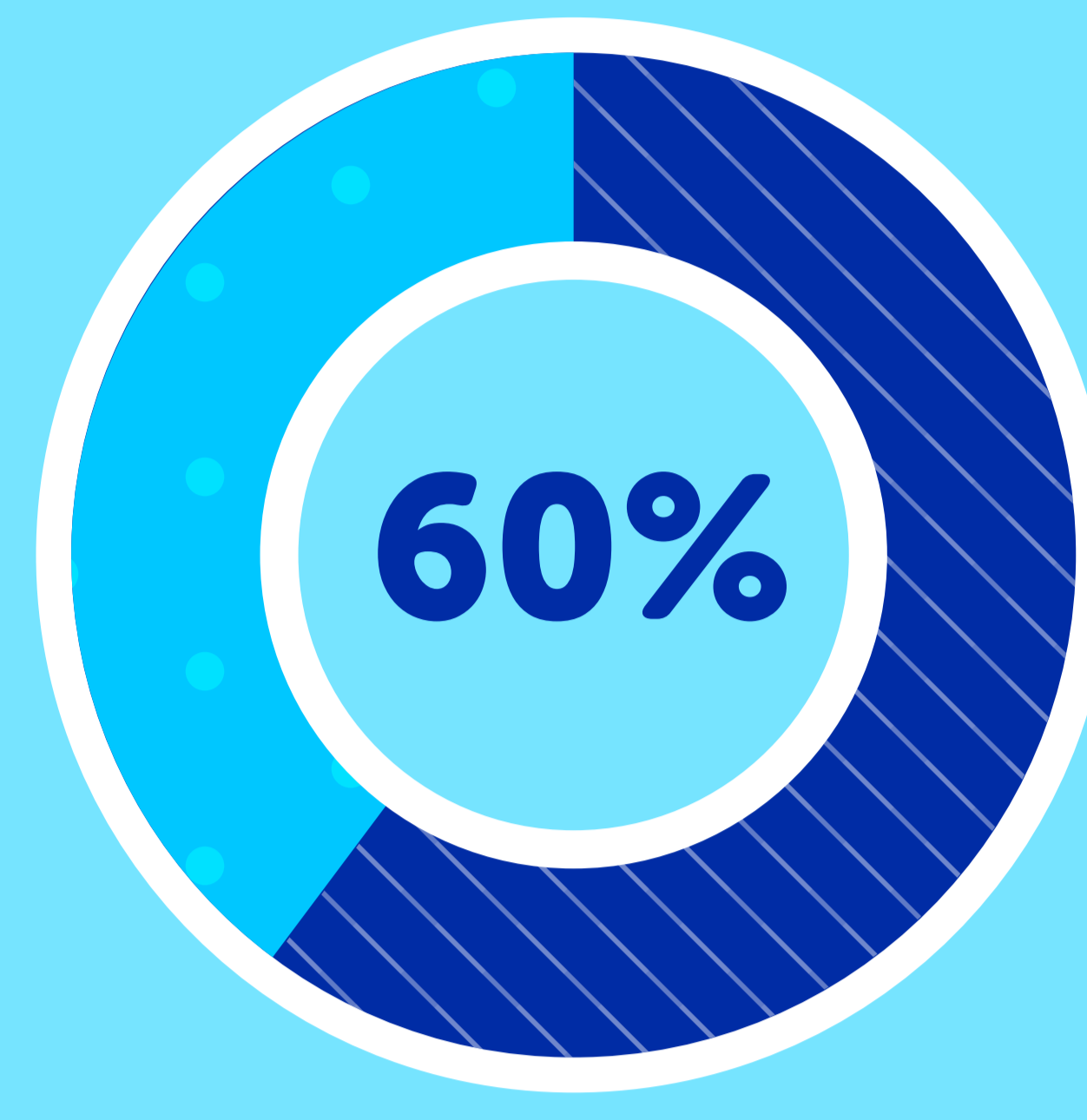


24% of consumers believe pricing mistakes reflect badly on a brand

£38.00



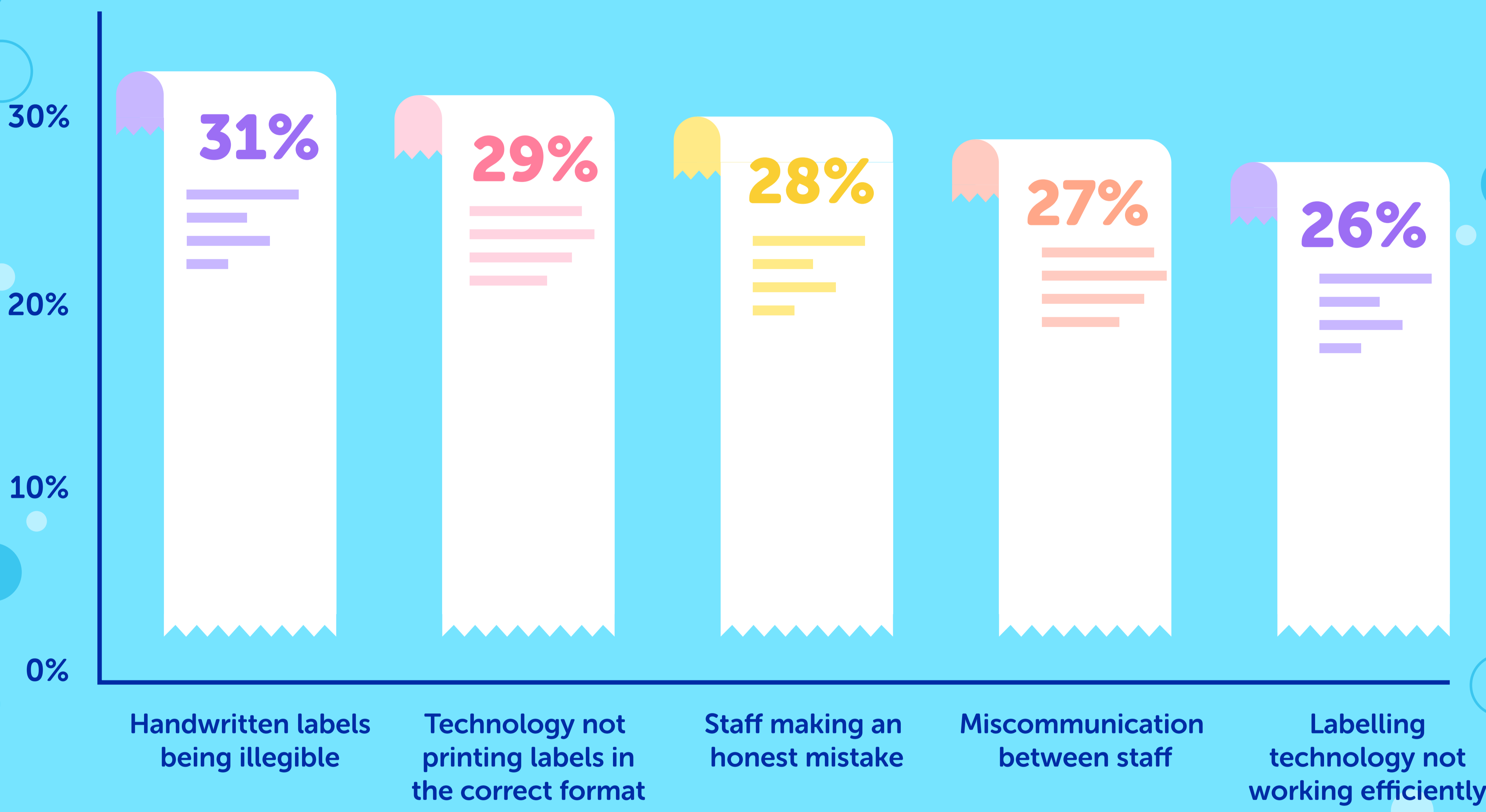
Individual consumers have saved, on average, £38.00 on a mis-priced item



of retailers have had to deal with a disgruntled customer caused by pricing errors

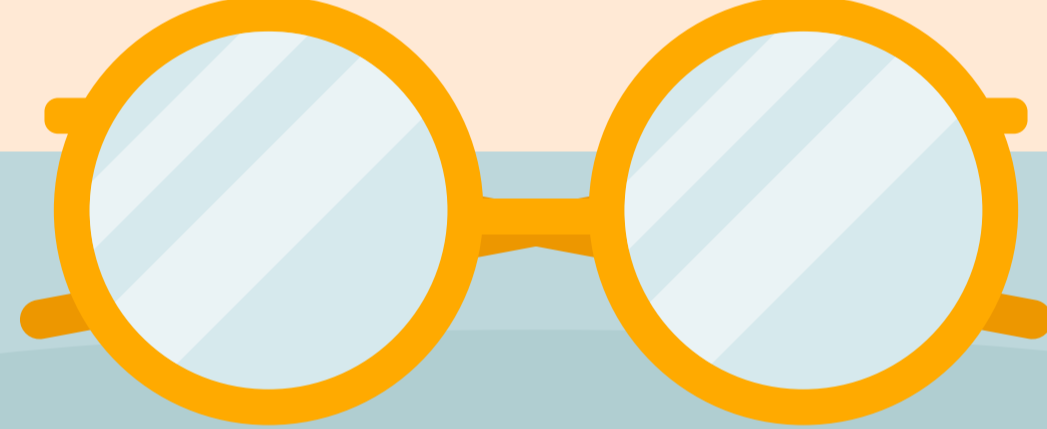
What's causing price-labelling errors in retail?

Retailers' top causes of pricing mishaps include:



75%

agree that rolling out price labels takes too much time



74%

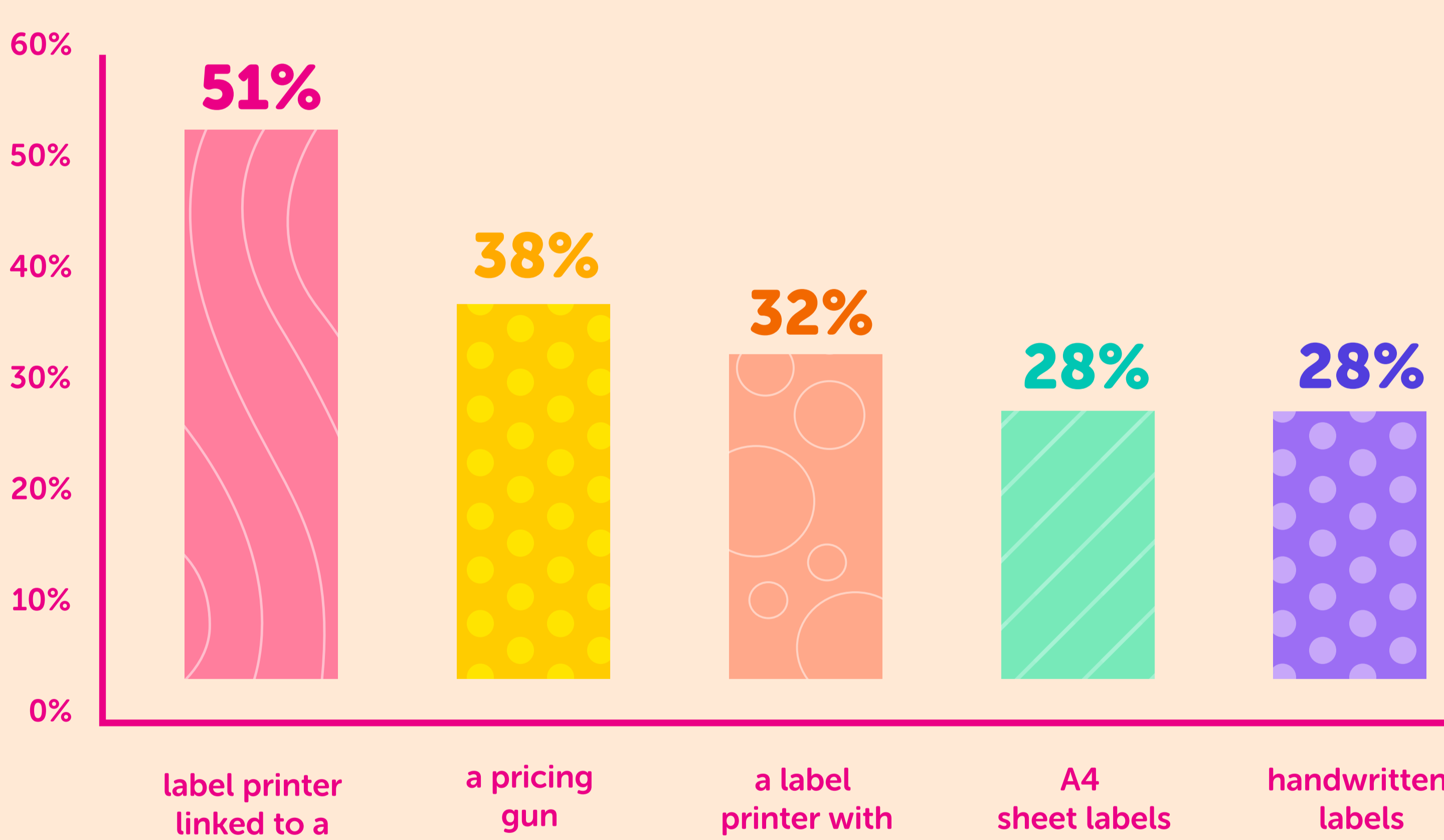
find it difficult to see whether price changes are effectively rolled out



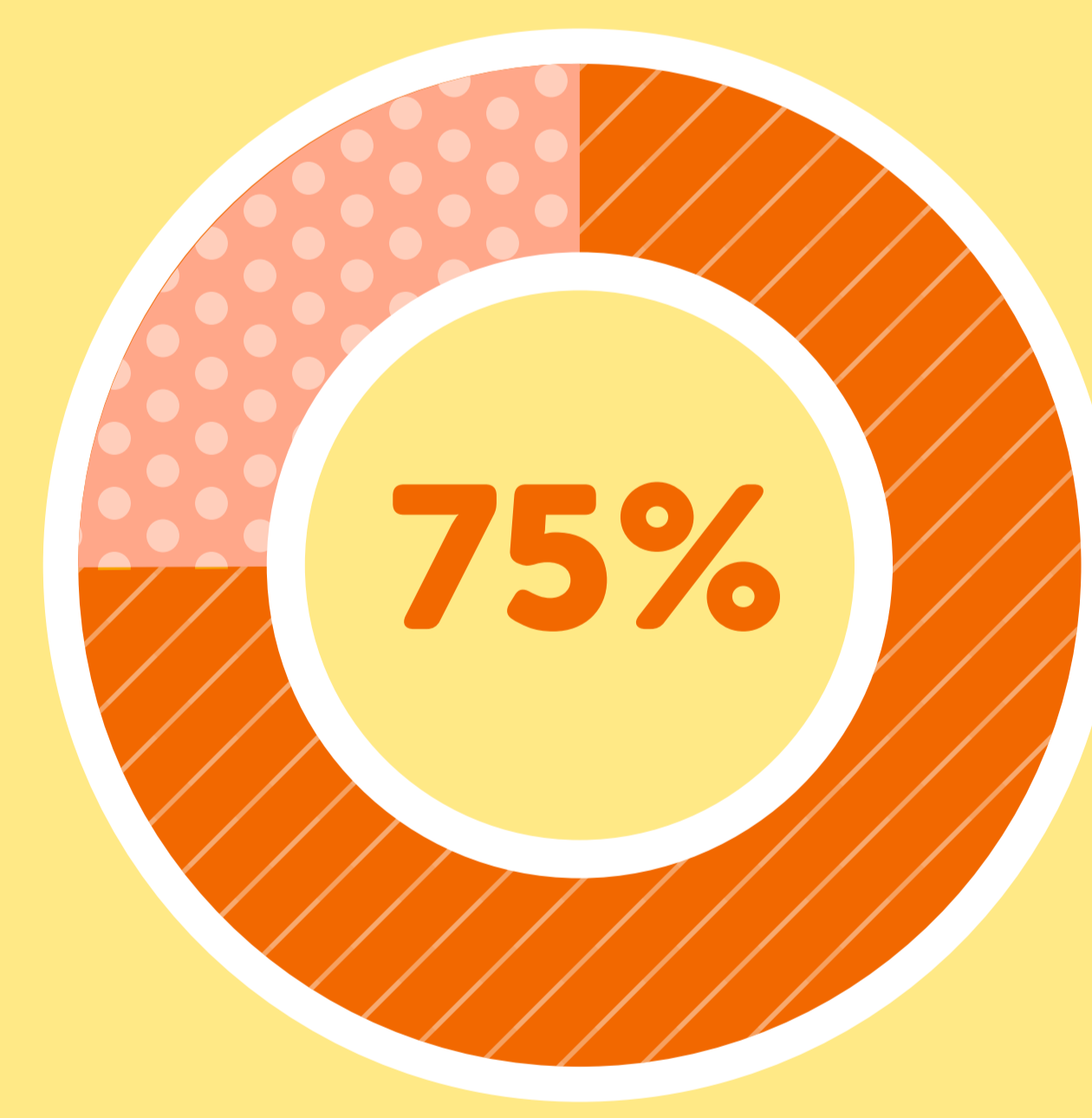
65%

say their business has lost margin opportunities by not being able to roll out pricing labels quickly enough

Retailers' methods of price labelling

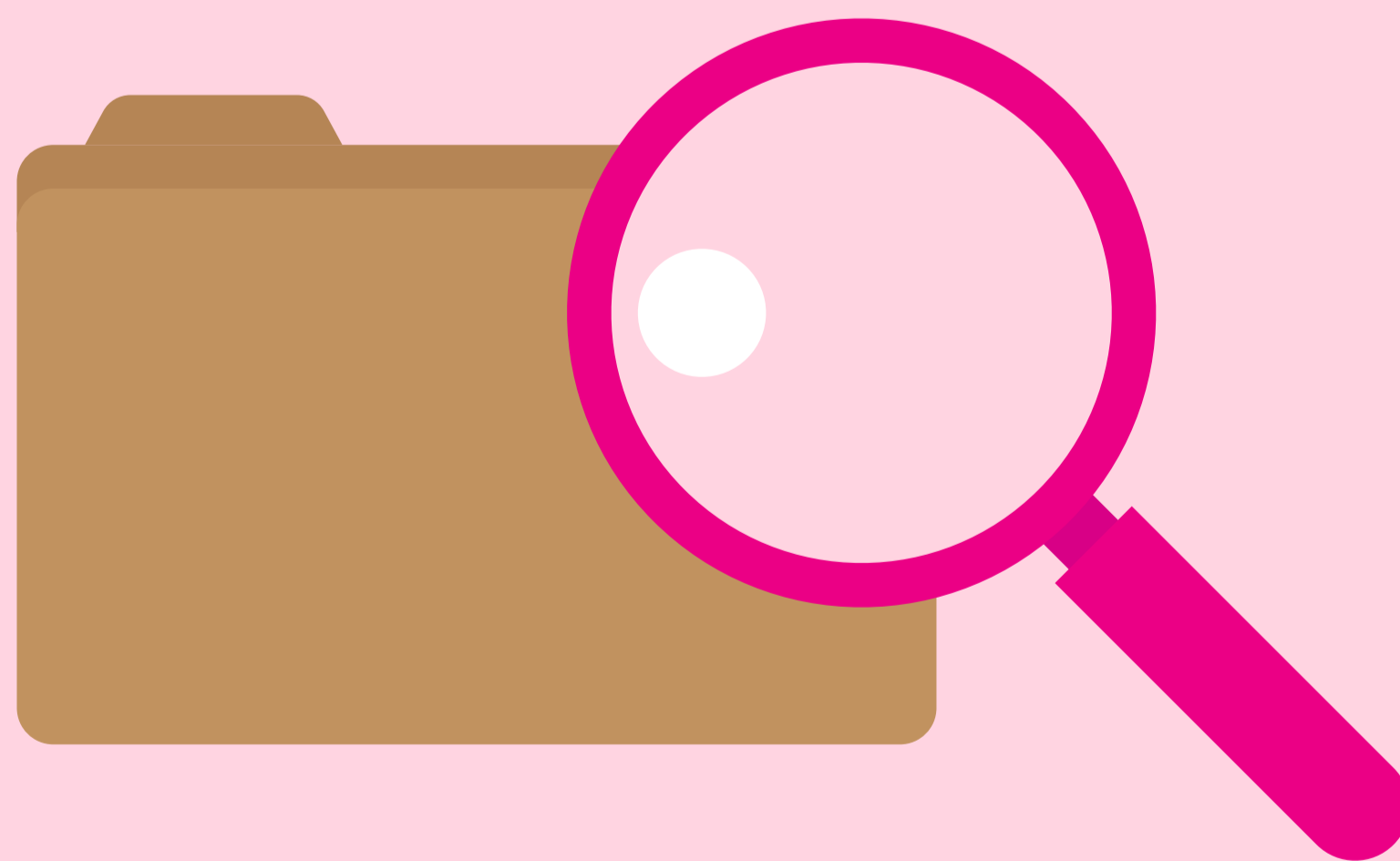


but...



plan to invest in technology to support labelling in store in the next 12 months

What's the solution?



LabelGenie links directly with your product file and customer database to ensure that the right pricing is always used, which means no more errors.



The intuitive solution ensures labels are printed in the right shape, format and size, every time.



LabelGenie enables retail managers to track their pricing campaigns and to report on how many labels have been printed, usage by machine and on activity volume by location.



It's simple to use with cloud-based software that can switch seamlessly between printers, saving time, and boosting productivity.

Specialist label printing technology from BarcodeGenie and Brother makes laborious printing tasks such as shelf-edge ticketing, mark-downs and shipping label printing faster, more accurate and simplified for retailers, from the warehouse to the shop floor.

Speak to an expert today.