



FEATURE OVERVIEW - ALL-WEIGHS™ SCALE PLATTER

Everyone knows that uneasy feeling you get just before you step on to the scale (even after you've removed your shoes, belt, and the loose change from your pockets!). You may have even tried to touch the wall or some other nearby object, because, in case you didn't know, that will reduce your displayed weight.

Weighing produce at the point of sale works the same way. A long leek, a bunch of Bok Choy, stalks of celery, a cantaloupe, or bag of oranges will all try to disguise their weight. If only a small part of the stalk, bag, or leaves touch a non-weighing surface of the checkout scanner the recorded weight will be less than the true weight.

Despite the best training efforts, hurried checkers are often not diligent about making sure that all parts of the produce or the bags containing produce are touching only the weight surface of the scanner/scale. Produce often touches the counter surrounding the scanner/scale or the vertical window of the bi-optic scanner. Checkers tend to place large round produce like cantaloupe against the vertical window to prevent it from rolling. In most scanner/scales this results in lower weights and lost produce sales. In real world tests at grocery retailers, these losses have been measured at .5% to over 2% of all bulk weighed produce.

The All-Weights scale platter is a solution that will drastically reduce these losses. The All-Weights scale platter patented design joins the horizontal and vertical platters to make one solid piece. This solid construction transfers the weight to the scale and ensures accurate weighing.

The optional integrated Produce Lift Bar or Produce Rail™ lifts long produce forcing the weight back onto the scale and helps to stabilize round or large produce. The handy design of the Produce Lift Bar disappears when not in use.

Benefits of the All-Weights Scale Platter

The All-Weights scale platter helps to prevent produce and bulk food shrinkage at the point of sale. We can show you how much this can save you. Just imagine...

IF...

- Your company has \$1 billion (USD) in annual sales

AND IF...

- 12% of those sales are produce (\$120M)

AND IF...

- 50% of the produce is weighed (\$60M)

Just .5% of improved weight accuracy

EQUALS...

\$300,000 SAVINGS ANNUALLY!

Available on the Following Products:

- Magellan™ 8300, 8400, 8500Xt

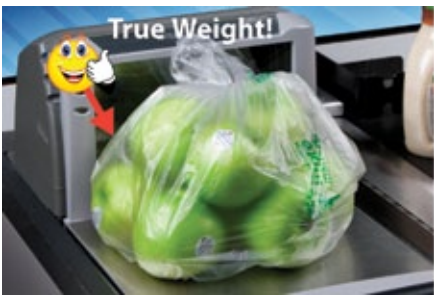
How Does the Retailer Get Produce Shrink at the POS?



- Long produce hangs over edge of scale platter onto the checkstand!
- Bagged produce leans against vertical window!
- Both create weighing errors and lost revenue

 = Competitive Shrink Points

POS Shrink Savings on Long or Bagged Produce with the All-Weighs Scale Platter!



The vertical window on the Magellan™ All-Weighs platter moves as part of the scale, so when produce leans against the vertical window, the scale weighs accurately!

- Significant reduction in produce shrink
- Faster transaction times
- Can save up to 3.0% of weighed produce
- The All-Weighs one-piece construction also helps to block debris accumulation between the platter and vertical window.

INACCURATE WEIGHT CUTS PROFITS



All-Weighs ROI Calculator

Datalogic ADC's All-Weighs ROI calculator quantifies the benefits of the Magellan All-Weighs scale platter in reducing produce shrink. To complete a customized ROI analysis, you can enter specific data about your stores like number of lanes, average number of transactions, percent of items sold by weight and the ROI calculator will provide an estimate on the expected Return on Investment (ROI).

Visit the Datalogic ADC web site and experiment with the All-Weighs ROI calculator to realize your potential savings!

www.adc.datalogic.com/allweighs



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