



Leading German trade magazine selects **METO ProLine** as **Gold Medal** winner

handelsjournal cites hand labeling solution's ergonomics and print quality

Every day all over Europe, retail store employees move from shelf to shelf, affixing tags to shelves, gondolas and displays announcing a wide variety of information ranging from pricing and sizes to promotional opportunities. Chances are good that those employees are using a hand labeling tool to output and attach tags, labels and signage in numerous colors and formats.

And, chances are very good that the hand labeling tool being used is METO's ProLine, which recently was named a Gold Medal winner by the German trade magazine, *handelsjournal*. METO is a division of Checkpoint Systems, and is the leading provider of hand labeling solutions and retail merchandising solutions.



Andrea Kurtz, Chief editor of *handelsjournal*, presenting in the award to Klaus-Jürgen Ehret (left) and Dirk Endlich (right) from Checkpoint, at the occasion of the EuroCis fair on March 4th in Dusseldorf.

“ These modern hand labeling tools also boast outstanding ergonomics and print quality. ”

The magazine awarded ProLine the top award in its annual Top Product Retail 2010 competition for the Sales Promotion category.

Noting that the top reason for label application is increasing sales, the magazine pointed out ProLine's flexibility in supporting a number of label form factors. According to the magazine's review, "These modern hand labeling tools also boast outstanding ergonomics and print quality," adding that Checkpoint "offers a wide range of labels under its METO brand for the ProLine series in a wide variety of colors, formats and adhesives to match their intended use – allowing the desired message to be communicated to the customer."

No longer focused primarily upon simple pricing tags, METO's ProLine is designed to apply labels to special promotional and seasonal items, as well as discounted goods,

with the primary purpose to drive higher sales through increased in-store visibility. Large, adhesive labels are output from the ProLine device, attracting customer attention that often results in high-margin impulse sales. Studies have shown that sales of such items are increased by as much as 50 percent due to this promotional labeling.



Published monthly, *handelsjournal* is distributed to 52,000 retail decision-makers in the German market by the German Retail Federation in Berlin. ■

