

FRESH FOOD Case Study

Traditionally, fresh food prepared in In-Store butcheries (primarily meat, fish, sea food, cheese, & delicatessen products), has not been targeted as a conflictive category for theft.



Today, the widespread use of pre-packaged food formats to facilitate self service selling, has led to the impact of theft being recognised as a manageable **sales opportunity**.

A study in 2010 by Dr. Adrian Beck of the ECR initiative in UK documented that fresh meat represented 48% of all fresh food shrink.

Shrink in fresh meat commonly exceeds 2.3%.

The Checkpoint Systems Food Label solutions are being used or trialled by many of Europe's **largest Food retailers**.

Client experience has shown that source tagging of fresh food can result in shrink reduction in excess of **60%** and aid sales increases of up to **11%**.



Shrink figures can be further improved by the use of **Visible Secure Signage** to indicate to consumers that articles are electronically protected.

The Trial...

A pilot programme was undertaken with a large Food retailer in Belgium over a **3-month period**.

At the time the retailer used an In-Store butchery facility to cut and package all fresh meat.



- Checkpoint worked with a food tray manufacturer to supply trays with RF Food labels integrated in the base.
- No other change was made to store operations.
- Fundamental to this programme was the condition that all materials be **food safe** for consumers and as **tamper proof** as possible for thieves.



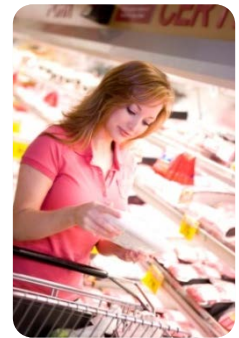
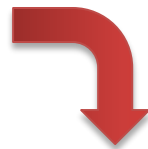
- During the 3-month trial period, only 2 opened trays were found discarded on the shop floor indicating that meat had been removed from its packaging.
- Though initial focus was on red meat only – the programme was later opened to chicken, lamb and pre-sliced delicatessen products.
- The 3-month trial concluded with an **86%** reduction in shrink and an **11%** increase in sales.

Before Trial

Total value of red meat revenue	234.000.000 €
Estimated % Shrink	2,33%
Value of Loss	5.452.200 €

Trial's Saving Goal

Retailer Objective: 50% Improvement	2.726.100 €
Investment (cost of RF integrated trays)	1.959.048 €
Total Savings Goal	767.052 €

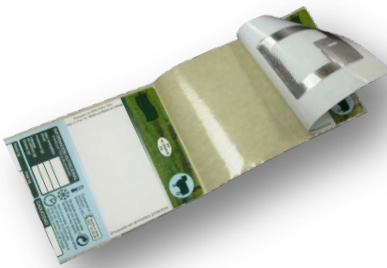


Trial Results

Actual Shrink Reduction: 86%	4.688.892 €
Investment	1.959.048 €
Total Savings Scaled	2.729.844 €

New Potential Sales

Increase in sales:	11%
Potential Increased Sales Opportunity	25.740.000 €
New potential turnover	259.540.000 €



UNIQUE SOLUTION

- Checkpoint provides a unique range of solutions for fresh food packaging.
- European Health & Safety regulations demand that any materials in direct or indirect contact with food and its primary or secondary packaging **must be certified as Food Safe**.



- To ensure compliance, Checkpoint has designed the Food Safe Label Range for both direct and indirect food packaging applications, certified by **ISEGA**.
- Additionally, this labelling solution is unique in being **TÜV** certified* for use in microwave ovens.

*In line with user instructions