



Case Study

Lynca Meats Unlocked Pricing Freedom With DIGI's T@POP ESL Solution



Business Needs

- Automated pricing system in its unique upmarket retail factory outlet

Benefits

- Instant price updates
- Eliminate spending on paper labels
- Instantly promos to be displayed and flexibility of designing on the tag
- Reduce overhead expenses and manpower
- Increasing profit
- Easy integration and maintenance

Solutions

- T@POP ESL solution



Company:

Lynca Meats

Country:

South Africa

URL:

<https://lyncameats.co.za/>

Industry:

Food Processing & Distribution

Technology:

T@POP InfoTag with IB-3700

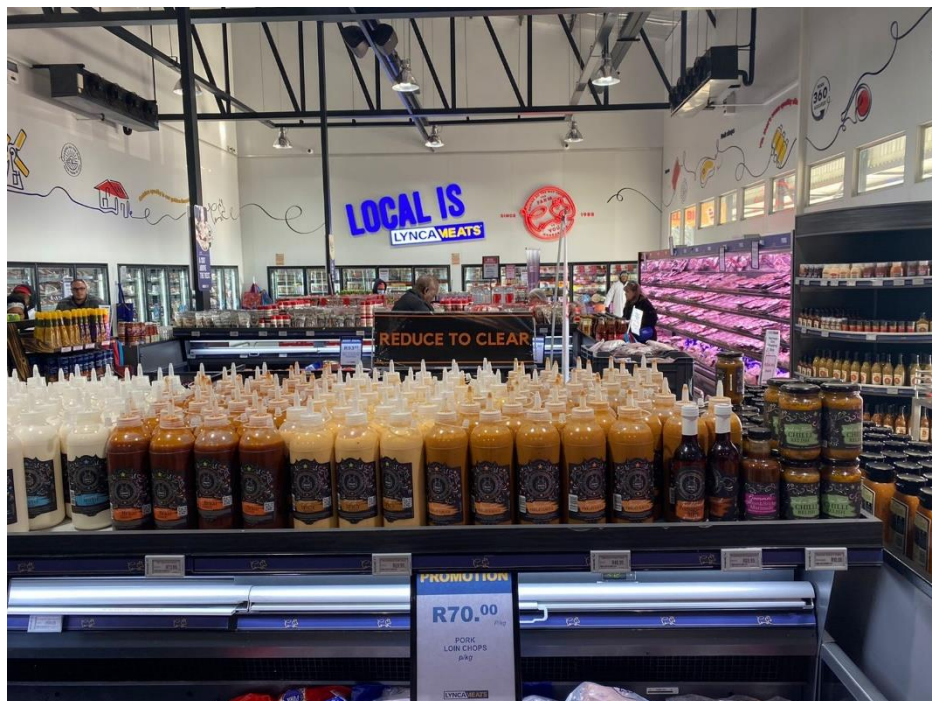
Founded in 1988, Lynca Meats is one of the largest pork producers in South Africa, processing over 360,000 pigs each year, offering a wide range of high-quality pork products such as bacon, hams, sausages, cooked marinated ribs and smoked products for trade and export markets.

In early 2021, the wholesale meat supplier opened its first factory shop in Meyerton, Gauteng, employing over 1000 local residents to bring its renown state-of-the-art butchery experience to the general public.

To make its extensive product range available to the local community at factory-gate prices, Lynca Meats required an automated pricing system that can streamline its price management. Hence the pork expert teamed up with DIGI to install the T@POP ESL (Electronic Shelf Label) solution at this unique upmarket retail factory outlet.

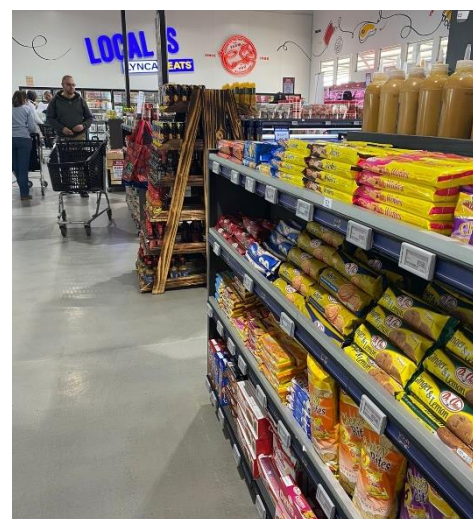
The initial installation took place over a course of 4-6 weeks, with 500 InfoTags swiftly installed when the store was first fitted with shelving. The T@POP's lean infrastructure, which consist of only the InfoTags, RF station, handheld terminal, allows it to be easily integrated with existing in-store systems, leading Lynca Meats to increase the order to over 1,000 2.13" InfoTags, during the following months.

With the new DIGI electronic shelf labels, price updates are now fully automated even for chilled products, kudos to the InfoTag's low-temperature variant that can operate from -20°C to 5°C. This eliminates the need for paper price labels which are often error-prone and incur unnecessary expenditure due to the daily updates.



Through DIGI's T@POP Solution, timely and accurate price updates give Lynca Meats the freedom to push out promotions at any time of the day, allowing them to differentiate themselves from other retail markets.

This versatile solution enables Lynca Meats to free up manpower that could be wasted on tedious tasks such as updating physical paper price tags and reduce overhead expenses. These valuable resources can be re-allocated to strengthen other areas in the store and strengthen customer service, thus bolster profits for the business.



about DIGI Group

Established in 1934 in Japan, DIGI has more than 80 years history. We have always been a leading company with retail solutions in the area of IT system, checkout/POS, weighing and packaging. We made numerous world-first innovations and have been contributing to rationalization for retailers. DIGI sales and service network covers about 150 countries across the world. We value both globalization and localization to provide the best solutions with quality products and service where the customers are located in the world.