

Case Study

New zero waste shop employs user-friendly and eco-friendly retail scale 'SM-6000'



Business needs

User-friendly scale for self-service area

Benefits

- Highly readable graphic interface makes for easy product selection and reduces selection errors
- Linerless labels reduce paper waste in half

Solutions

DIGI SM-6000SSP PC-based self-service scale has a high-luminosity 15" LED screen, graphic product selection, and features eco-friendly linerless labels.



Company:

Buy The Weigh

Country:

United Kingdom

URL:

<https://buytheweigh.shop/>

Field:

Retail

Products:

SM-6000SSP PC-Based Self-Service Scale

“It works really well, and I am very pleased with how it’s all set up.”

Rob Lansdowne - Co-owner, Buy The Weigh

Buy The Weigh is a refreshing new zero waste store, which came to life in April 2020. At the beginning of Britain's lockdown, Susan Lansdowne and her husband Rob, who has a background in engineering, wanted to branch out and do something different. The COVID-19 pandemic brought them to the realization that, now more than ever, there is a need for both waste-free shopping alternatives and a friendly sense of community.

It became clear that consumers were becoming more aware of their shopping habits and began to shop locally. When a beautiful property in the community was listed, they saw it as a chance to set up shop. Rob recounts, "Timing-wise... it helped us to really consider [a zero waste store] as a viable option."

Once Buy The Weigh had settled on products and pricing, they then went into the nitty-gritty of working out what they needed as far as tills, scales, and high-ticket items. They joined a variety of zero waste forums, which were full of advice about potential systems that could be ideal for their new venture. "You haven't got time and money to get these things wrong," Rob explains. Through these online forums, Buy The Weigh found out about DIGI and contacted a sales representative, who introduced them to the SM-6000 series self-service retail scale.



After learning about the scale's benefits, it became apparent that the SM-6000 series would be the perfect match for Buy The Weigh's business model, and one unit was installed that summer.

One feature that immediately stood out from the competition was the use of linerless labels in the printer. Rob explains, "I like the fact that the tickets have no backing on them, and they are cut to size." Without a paper backing, linerless labels typically contain more label space per roll, which decreases the need for frequent label changes.



"The linerless labels give us another bit of eco-credibility that other scales wouldn't allow us to have."

The auto-cut feature ensures that the print-area adjusts to the label content, reducing waste further by eliminating unused white space that is common on standard-size labels.

Additionally, as the bulk corner is self-service, the easy-loading printer can reduce downtime during label changes- a handy attribute when the store is crowded with customers.

The SM-6000SSP offers a high-luminosity 15-inch LED screen, providing a highly readable interface. The scale can store thousands of PLUs, which can be categorised to make it easier for customers to navigate through the products. With full-colour pictorial product selection, it makes the interface a lot friendlier, even for first-time users or customers that are a bit technology-shy.

As Buy The Weigh utilizes a self-service model, it is important to have a system with an interface that is

"We also have a number of innovations being released that will make the customer journey smoother and reduce waste further."

- Paul Murthar, Head of Retail Sales, DIGI Europe

user-friendly and simple to operate. Self-service also has the added benefit of reducing contact between the staff and customer, which is useful in the current climate.

"Forty-percent of the time we may help the customers put their shopping together. But more often than not, people will say, 'Actually, I want to do it myself.' It gives them the responsibility, and they like that. They actually get really involved and are really hands-on, which is great because it frees up our time to look after other people that may need a bit more help."

DIGI Europe Ltd offers a very personal service solution to suit client schedules. Speaking of the DIGI Europe sales team, Rob says, "The response we've got from Paul and Andy, on the occasions we needed them, have been excellent." After-sales and service teams also support clients with training, maintenance, upgrades and even with emergency delivery for consumables. "Paul came all the way down to drop us some scale rolls when we were running really low on our last roll, so that's great," says Rob.

With the success that BuyThe Weigh has experienced in such a short time, it is no wonder they are

"We would definitely use your scales again. It's a matter of time and finding the right locations."

looking to expand the business further. "In the future, as far as different locations, it is something we are considering - and we would definitely use your scales again. It's a matter of time and finding the right locations."

Paul Murthar, Head of Retail at DIGI Europe Ltd, says about the installation, "Buy The Weigh was our first zero waste customer in the UK to order the SM-6000SSP scale.

We think we have the best solution in this sector with, at base level, all the savings in waste and money using linerless labels. We also have a number of innovations being released that will make the customer journey smoother and reduce waste further, so we're grateful for the faith Susan and Rob showed in us as we both started our journey in zero waste together, and are proud to count them as the first of many in the UK."



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 systems, 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.