



Case Study

Vollstedt Butcher Shop Installs SM-5500α



Business Need

Enhance shopping experience for the customers and provide shop assistants with the tools to increase sales.

Solution

DIGI SM-5500α PC based scales come with Value Added Solutions such as the integrated queueing system and the ability to do multimedia. DIGI also offers a variety of configuration to suit the scale to different working positions and situations.

Benefits

- Modular scale provides the shop assistants with comfortable working positions and also help to increase interaction with the shoppers.
- Interactive multimedia customer display provides shoppers with additional information like promotions and production information while waiting to be served.
- No need for additional queueing system through integrated queueing system.

Customer:

Chr. Vollstedt ApS

<http://www.vollstedt.dk/>

Country:

Denmark

Industry:

Butcher

Technology:

- **SM-5500α Modular**
- **Integrated Queue System**

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Vollstedt Opens Butcher's Shop In Kolding

The Vollstedt family has been running a butcher's shop since 1862, but always in Haderslev only. Now the Vollstedt family has made the leap and opened a new butcher's shop in Kolding, just next to the national baker chain of Lagkagehuset.

The new shop opened on 15 September 2015 with more or less the same range of products as they had in the Haderslev store. Having run the butcher shop for five generations and through 153 years, they know what customers are looking for.



New PC Based Modular Scales For The Shops

Scanvaegt Systems supplied new DIGI SM-5500α modular PC based scales to both shops at Haderslev and Kolding. This means that the weighing and printing unit, and the displays can be separated. With the SM-5500α modular, it gives the shop assistants excellent ergonomics and working positions as they are at "eye-height" with the customers.

The customer can also follow the large 12.1 inch customer display which will display weight and price information as well as recipes, product information and a video showing promotions at the butcher shop.

These scales also come with an integrated queue system. A queue number printer is placed at the entrance and a queue number display is placed at a visible location in the store. With this system, it benefits both customers and staff. It will show which customer to be served and direct this customer to the available scale. The queue ticket will also display the estimated waiting time for each customer. With this information, customers know when they can expect to be served and they can browse around the shop while waiting.

All these contribute to the increase in sales and provide a good shopping experience for the customer.



[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.