

Case Study

Cutting Costs and Language Barriers: Broward Meat & Fish's Bilingual AW-5600ATII



Business needs

Solution that fits the ever changing needs of a growing Supermarket.

Benefits

- 4X faster than employees
- Increase productivity
- Bilingual Operation
- Easy to learn & Operate

Solutions

- AW-5600ATII
- Bilingual Operator



Company:

Broward Meat & Fish

Country:

United States of America

URL:

<https://www.browardmeat-andfish.com/>

Field:

Retail, Supermarket

Products:

AW-5600ATII

"We already have all machines DIGI in our stores"

Alfred Lora - Store Manager, Broward Meat & Fish

Broward Meat and Fish:
Butcher shop & Seafood market
dedicated to serving the South Florida
community.

Broward Meat and Fish (BMF) owns all machines DIGI, 4 locations ranging with Wrappers or Scales, covering the meat department, fish department and produce department.

BMF was founded in 1991 in Lauderdale Lakes, where they have served as a neighborhood Butcher and Seafood market for the past 32 years.

The owner has a long-lasting relationship with prior president of DIGI America, Mr. Ivo Idavoy, who sold BMF their first scale back in 2005. DIGI America and their dealer Eagle Business have been working together with BMF for 18 years.

"DIGI is easy to Operate!"

Serving the Caribbean and Latin Community in South Florida for over 30 years majority of BMF's employees are Spanish speaking. Store manager, Alfred Lora relies on DIGI's AW-5600ATII to be the bilingual operator he needs.

The wrapper is easily convertible from English to Spanish language, so operators are better suited to use the wrapper even if they do not speak English. DIGI's AW Wrapper enables self-learning function resulting in training being one less factor Alfred needs to worry about as well as reducing service costs.

4X faster than employees = saving money

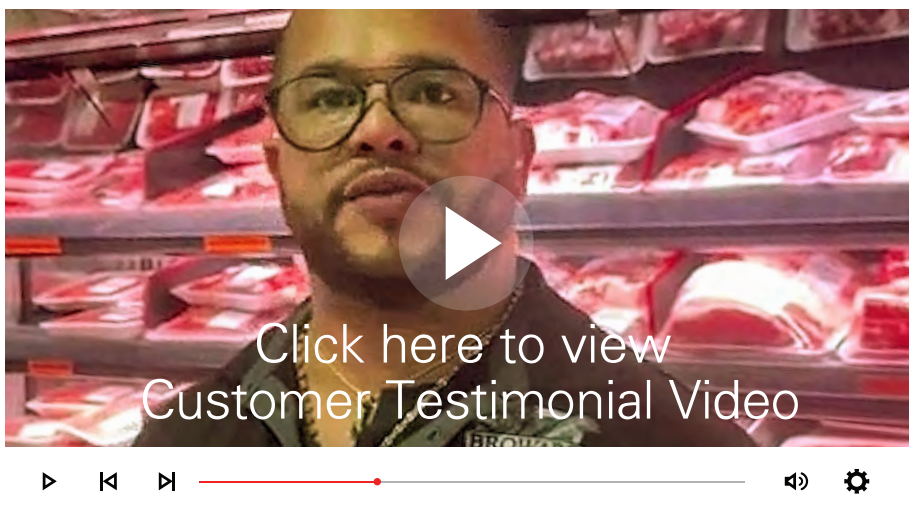
With the integrated weigh, wrap and label function, the AW requires only one operator to carry out easy and efficient wrapping & pricing operations. Alfred refers to the wrapper as being 4x faster than any employee because it never gets tired and is always keeping cases full, so customers have products to purchase.

Having one operator to do the job has significantly reduced labor costs while making staff management easier to maintain. Especially when it comes to wirelessly connecting into the machine and ensuing all wrappers are communicating correctly.



About DIGI Group

Founded in 1925 in Japan, DIGI has more than 85 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.



https://www.youtube.com/watch?v=0vBSJVleR_0



Spanish Version:

Broward Meat and Fish: Una carnicería y mercado de mariscos dedicado a servir a la comunidad del sur de Florida.

Broward Meat and Fish (BMF) posee todas las máquinas DIGI, 4 ubicaciones que van desde empacadoras automáticas y básculas, que cubren los departamentos de carne, pescado y productos agrícolas.

BMF se fundó en 1991 en Lauderdale Lakes, donde ha servido como mercado de carnicería y mariscos en el vecindario durante los últimos 32 años.

El propietario tiene una relación duradera con el anterior presidente de DIGI America, el Sr. Ivo Idavoy, quien vendió a BMF su primera báscula en 2005. DIGI America y su distribuidor Eagle Business han estado trabajando con BMF durante 18 años.

"¡DIGI es fácil de operar!"

Sirviendo a la comunidad caribeña y latina en el sur de Florida durante más de 30 años, la mayoría de los empleados de BMF son de habla hispana. El gerente de la tienda, Alfred Lora, confía en el AW-5600ATII de DIGI para ser el operador bilingüe que necesita.

La empacadora se puede convertir fácilmente de inglés a español, por lo que los operadores están mejor preparados para usar la máquina incluso si no hablan inglés. La empacadora AW de DIGI permite la función de autoaprendizaje, lo que hace que la capacitación sea un factor menos del que Alfred debe preocuparse, además de reducir los costos de servicio.

4X más rápido que los empleados = ahorrar dinero

Con la función integrada de pesaje, envoltura y etiquetado, la AW requiere solo un operador para llevar a cabo operaciones fáciles y eficientes de envoltura y fijación de precios. Alfred dice que la empacadora es 4 veces más rápida que cualquier empleado porque nunca se cansa y siempre mantiene las cajas llenas, por lo que los clientes tienen productos para comprar.

Tener un operador para hacer el trabajo ha reducido significativamente los costos de mano de obra al mismo tiempo que facilita el mantenimiento de la administración del personal. Especialmente cuando se trata de conectarse de forma inalámbrica a la máquina y garantizar que todas las envolvedoras se comuniquen correctamente.