



Case Study

Greek butcher's latest store incorporates SM-5500α



Business Needs

Flexible, robust machinery combining hard work with elegance and style to enhance the shop's image and attract new customers.

Solutions

DIGI 5500a comes with Value Added Solutions such as the 12inch media display and printing recipes based on customer purchases.

Benefits

- Interactive multimedia informs customers of new discounts for specific products and shows attractive ways to serve meals.
- Multimedia displays create a friendly environment for the customers and the employees of the shop. Seasonal videos for the holidays can be played, such as "Merry Christmas", "Happy Easter" and so forth.

Company:

Papamanos Butchery

Country: Greece

Industry: Butchery

Shop size:

600 m2, 30 employees

Technology:

10 units SM-5500α, Scale management software developed by Chronografiki

“ Doing business with Chronografiki S.A. feels like doing business with a close friend.”

Mr. Papamanos

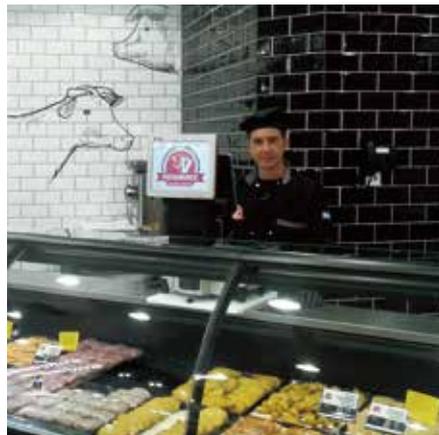
Greek butcher's latest store incorporates SM-5500α



Mr. Papamanos is a young, ambitious entrepreneur that has taken the industry by storm. He now owns 4 shops the latest being the largest and the most high tech.

The Papamanos family roots date back to the 1950s, when his grandfather a farmer had a local grocery shop. The young entrepreneur, after learning the business from his family, took the initiative to start up his own butchery shop in 2004 and within 12 years managed to become one of the most well-known names in the butchery industry of northern Greece.

After some market research into weighting solutions, Mr. Papamanos decided to incorporate DIGI scales and work with Chronografiki because of our reliability, after sale support and excellent customer relationships.



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.