



Case Study

DIGI SM-5500α PC based scale adds interactive retails experience to Mad Cooperativet



Business Needs

A scale to suit the store design and to enhance the shoppers' shopping experience.

Solutions

DIGI SM-5500α PC based scales come with built in value added solutions including multimedia on the customer display. DIGI also offers a variety of other solutions to suit different customer needs.

Benefits

Interactive multimedia customer display provides shoppers with product information while they are waiting to be served and show promotions to entice the shoppers to buy more.



Company:
Coop Denmark A/S

Country:
Denmark

URL:
<https://mad.coop.dk>

Industry:
Retail; Supermarket

Technology:
SM-5500α Elevated,
Multimedia Solution



Mad Cooperativet – the very best from all of Coop

Based within Copenhagen's grand central station, the revolutionary new store concept, Mad Cooperativet is the first shop of its kind. It combines an offer of the best and most popular goods from all Coop stores with a lot of food-inspiration for every day.

The vision behind Mad Cooperativet is to spread the love of food, focusing on easy solutions for your next meal combined with high ethical standards that will provide for a great food experience.

Enhancing retail experience with technology

Supporting Coop's plan to turn this historic space into a highly interactive retail experience, Scanvaegt Systems supplied the DIGI SM-5500α PC based scale. This PC based scale has a sophisticated design and features that give a touch of elegance to the store. Mad Cooperativet has been recognized for their innovation with several awards, including a 2015 finalist for "Store Design of the Year" for the World Retail Awards.

With DIGI SM-5500α, the customer can follow the 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 store to up-sell or cross-sell.

These features help the store create a unique shopping experience leading to increased sales.



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.