



HERBERT

250 years of innovative productivity solutions

case study



Customer
service



Fully
integrated



Printing
solutions

Marks & Spencer

Bakery Printers at M&S Improve Customer Service

MARKS &
SPENCER

Herbert Retail have supplied and installed SM710 modular bakery printers to the new M&S in-store bakeries and patisserie counters. M&S staff now simply select the relevant product from a full colour product image shown on the touch-screen operator display, and print the correct sales label from the attached compact printer.

M&S Technical Specialist Martin Joyce said:

“Our staff are now able to price products from images rather than having to remember PLU numbers or rely on plain text description. This has helped us give better service to our customers and reduced the

error rate.

All product information, including images are updated from a single central source using the intelligent ‘Diginet’ central management system, enabling all stores that have the modular printers to be updated in a single session, again eliminating the high possibility of errors where local updates had previously been required”.

A new concept featured in the M&S store in Kensington is the ‘Eat Over Deli’ where customers can buy products both to eat in the deli or to take home.

Newly installed, centrally updated SM700EV modular scales from Herbert Retail

are providing a colour touch screen pre-pack weighing facility in this department, weighing and labelling a range of takeaway products.

Martin added:

“The longstanding relationship that Marks & Spencer has with Herbert Retail, who also provide training and field service support to our staff, has made the introduction of these new scales and printers very simple.”