



# 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

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

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

After some market research as to what weighting solutions Mr. Papamanos would install, he decided to incorporate DIGI 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.