



Signage Solution Beefs Up Sales for Grocery Chain

Challenge

A high-end regional grocery chain with hundreds of stores was using laminated paper signs for product information, pricing and preparation instructions in meat department display cases. However, the “homemade” signs did not align with the company’s brand standards and deteriorated quickly due to moisture. They were also cumbersome to use. Stores had to keep reams of different colored paper on hand – such as to indicate prime, natural or beef – and price look-up (PLU) codes could not be printed on the back, slowing the process of filling customer orders.

Solution

Taylor partnered with the grocery chain to develop signage that is attractive, brand compliant and can stand up to harsh display case conditions.

- Taylor’s online ordering platform consolidates the different types of signs and makes it easier for stores to order the signs they need.
- Signs are printed with PLU codes on the back, enabling store associates to quickly enter the product’s price.
- Taylor manages the signage templates and order data, prints and kits the signs, and then warehouses finished signs for distribution.
- Shipments can be orchestrated for all of the chain’s stores simultaneously.

Results

Taylor’s end-to-end signage solution has increased the grocery chain’s operational efficiency while enhancing its brand image and customer experience.



RETAIL SALES

The company’s management team attributes an increase in meat sales to the signs’ attractive new graphics.



SPEED TO MARKET

In most cases, stores receive signage the day after placing an order and can also plan promotions in advance.



BRAND CONSISTENCY

Branding, pricing, product descriptions and cooking instructions are now consistent across all store locations.