

New price cassette for the labelling of fresh foods, with protection against splashed/sprayed water

METO's new price cassette with protection against splashed/sprayed water extends the use of environmentally responsible paper tickets to service counters. In future, retailers will be able to design their tickets in an online editor and print them out locally. This solution particularly supports the retail sector in implementing the new EU Food Information Regulation (FIR) from mid-December 2014 onwards.

Hirschhorn. METO, a division of Checkpoint Systems, has launched a new price cassette with protection against splashed/sprayed water. The solution is particularly suitable for the labelling of non-packaged fresh foods at service counters, such as meat and sausage, cheese, fish and gourmet foods.

Manufactured from high-quality transparent plastic, the slim cassette also features a rubber seal which lends it protection against sprayed/splashed water and moisture. This not only facilitates cleaning, but also enables paper tickets showing product and price information to be used for the merchandise, including at service counters. "Paper tickets can be exchanged as needed with little effort and at low cost. Their environmental impact is also much lower than that of plastic cards or other plastic solutions," explains Erik Cardinaal, Vice-President and General Manager of the METO Division at Checkpoint Systems.

Straightforward implementation of the FIR

The new METO price cassette particularly offers benefits with regard to the new Food Information Regulation (FIR), which comes into force in December 2014. "The FIR will also result in stricter requirements for the identification and labelling of non-packaged fresh merchandise. This new solution enables all information subject to mandatory labelling to be presented clearly to the customer, without impairing visually appealing presentation of merchandise in the interests of sales promotion," says Cardinaal. With the cassette's clear design, customers can quickly and easily get an overview of the merchandise on sale at fresh food counters, which on average comprises around 150 items. METO is providing its customers with an online price ticket editor to facilitate design of the paper tickets inserted into the cassette. Additives, country of origin, best-before

date: the editor provides text fields for the various items of information. These can be selected as required on a modular basis in order for the relevant requirements for the product concerned to be satisfied. The DIN A8 format tickets designed online can then be printed locally by the customer on a suitable perforated paper sheet. This solution provides retailers with a high level of flexibility in the design and production of their tickets.

Comprehensive accessories

The new price cassettes can be mounted by means of METO's familiar PromoSign range. Retailers thus enjoy high security of investment and do not need to invest in new mounting solutions. For design and presentation conducive to sales, METO also enables further promotional elements (crowners) and colour decorative frames to be created according to the user's preferences, in order to denote departments or to implement corporate design rules.

About METO

METO, a division of Checkpoint Systems, offers a wide variety of innovative and cost-efficient merchandising, labelling and sales-promotion solutions for use by retailers, service providers and industry. These solutions cover in-store communication and advertising, shelf management and product merchandising and labelling. Many of the sales-promotion and labelling solutions that METO has developed since its founding in 1918 are a standard feature in the retail sector today. These innovations include the first hand labeller, wavy-edge labels with security tear-away features, and price cassettes and displays.

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