



Retail Pain Points & SATO Solutions

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RFID for Inventory & Loss Prevention

In retail environments with high product turnover, inaccurate stock counts, shrinkage, and inefficient restocking can impact both sales and customer satisfaction. RFID enables item-level visibility, helping retailers track inventory, reduce losses, and improve omnichannel fulfilment.

Typical Users:

Fashion retailers, department stores, and supermarkets looking to gain real-time stock accuracy and reduce manual inventory labour.



PAIN POINTS:

- X Inventory errors** from manual stock counts and barcode scanning
- X Stockouts or overstock** due to poor real-time visibility
- X Theft and shrinkage** impacting profitability
- X Poor omnichannel execution** due to mismatched stock across platforms

SATO SOLVES:

- ✓ **RFID printers and tags** for item-level tracking with up to 95% inventory accuracy
- ✓ **Real-time visibility** for shelf and backroom stock
- ✓ **Theft prevention** with movement tracking and RFID-enabled fitting rooms
- ✓ **Seamless integration** with omnichannel platforms and systems



Price Markdown & Relabelling

Retailers frequently need to reduce prices for clearance or perishable items. Traditional markdowns are time-consuming and often inaccurate, especially when done by hand or through back-office processes.

Typical Users:

Supermarkets, discount chains, and fashion retailers managing dynamic stock and time-sensitive offers.



PAIN POINTS:

- ✗ **Slow markdowns** reduce sales window for ageing stock
- ✗ **Errors** from handwritten or outdated labels
- ✗ **Wasted time** returning to the back office to print
- ✗ **Missed opportunities** for daily reductions

SATO SOLVES:

- ✓ **FX3-LX, CT4-LX and PW2NX printers** for quick in-aisle markdowns
- ✓ **Direct USB or Bluetooth scanner** connectivity to pull live price data
- ✓ **On-demand linerless labels** reduce waste and cost
- ✓ **Lightweight, hygienic design** — ideal for food, grocery, or fashion

Promotional Labelling



Sales and campaigns change frequently. Pre-printed labels can quickly become obsolete, leading to confusion or label waste. Promotions also need to be visible, flexible, and compliant at shelf level.

Typical Users:

Retailers running frequent campaigns across seasonal, loyalty or 2-for-1 promotions.



PAIN POINTS:

- X Label waste** from unused pre-printed rolls
- X Slow response** to last-minute promo changes
- X Complexities** in labelling mixed bundles or multi-buy offers
- X Inconsistent** signage causing customer confusion

SATO SOLVES:

- ✓ **Linerless labels** for flexible, print-on-demand promo labelling
- ✓ **Support** for varied promotion formats (e.g. single item, bundle, per product)
- ✓ **Mobile printing** on the shop floor with PW2NX or FX3-LX printers
- ✓ **Fast setup** for new offers using cloud-based templates



Shelf-Edge & Allergen Labelling

Accurate shelf pricing and clear allergen information are both critical. But updating shelf-edge tickets or food prep labels is often a manual process prone to mistakes — especially with frequent product changes.

Typical Users:

Supermarkets, bakeries, delis, and food halls with variable stock and food safety requirements.



PAIN POINTS:

- ✗ **Outdated shelf-edge** pricing causing customer complaints
- ✗ **Handwritten allergen** info leading to compliance risks
- ✗ **Long delays** due to back-office printing
- ✗ **Wasted** rolls with fixed-size labels

SATO SOLVES:

- ✓ **Shelf-edge label printing** on demand, directly in-store
- ✓ **Pre-loaded templates** with allergen highlights and ingredient data
- ✓ **Thermochromic label** options for visual freshness or attention
- ✓ **Linerless labels** with variable lengths reduce material waste

Food-to-Go & Fresh Prep Labelling

Supermarkets offering freshly prepared food need fast, hygienic, and compliant labelling systems. Without automation, staff rely on handwriting, risking error and non-compliance.

Typical Users:

Supermarket bakeries, deli counters, and convenience stores preparing fresh sandwiches, salads, or bakery items.



PAIN POINTS:

- X Handwritten labels** are slow, unclear, and often non-compliant
- X Incorrect or missing** best-before dates lead to food waste
- X Poor traceability** for ingredients or prep info
- X Labels smudge** or fade in food prep environments

SATO SOLVES:

- ✓ **FX3-LX** with antimicrobial housing for food-safe, hygienic use
- ✓ **Auto-date and time calculation** based on product database
- ✓ **Customisable labels** with storage, allergen and nutritional info
- ✓ **Wall-mountable or portable** — ideal for busy prep areas



Click & Collect & Returns

The rise of hybrid shopping models has created new challenges in-store. Staff need to locate, scan, and hand over online orders quickly — and manage returns without disrupting inventory.

Typical Users:

Grocery chains, clothing retailers, and department stores offering in-store pickup and returns.

PAIN POINTS:

- X Difficulty** locating orders at pick-up counters
- X Labour-intensive** returns processing
- X Long wait times** frustrate customers
- X Inaccurate stock updates** for returned goods

SATO SOLVES:

- ✓ **Scannable labels** for instant package ID at pickup
- ✓ **RFID-enabled** bins or labels for automated tracking
- ✓ **Smart returns label printing** with real-time inventory sync
- ✓ **Support** for self-check-in return stations to reduce staff workload





Online Order Fulfilment (SmartPacking)

E-commerce growth has turned stores into mini-fulfilment centres. But without the right systems, staff waste time manually checking orders and making packing errors.

Typical Users:

Retailers offering ship-from-store, in-store fulfilment, or dark store operations.



PAIN POINTS:

- ✗ **Incorrect** or incomplete orders reaching customers
- ✗ **Labour-intensive** packing workflows
- ✗ **High return rates** due to mislabelled parcels
- ✗ **Space limitations** and reliance on bulky PCs or systems

SATO SOLVES:

- ✓ **SmartPacking** benches with integrated scanner and printer
- ✓ **Optional AI camera** for verifying contents before label printing
- ✓ **Centralised order management** from multiple platforms
- ✓ **Compact footprint** with minimal hardware and fast rollout

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