



RETAILER CASE STUDY

units. Other proposed uses were for coupon and incentive programs as well as for internal employee task management productivity functions.

The selection of the MB Tech ShopperScan™ allowed the company to determine the size, memory, processor speed, receipt/coupon side car, Magnetic Stripe Reader and other options for the unit. With an integrated bar code reader and full color display, the ShopperScan™ is designed to be completely flexible.

BACKGROUND

Michigan House Bill No. 4636, known as the “Pricing Modernization Act”, generally states it would:

- Do away with the requirement to individually price each and every item in the store
- Require price check scanners be made available throughout the store
- Post shelf pricing labels adjacent to the product
- Double the penalty on employers who wrongly charge consumers

One of the primary exceptions allows non-food retailers to install a price verifier for every 5,000 square feet of selling space. With this new amendment, retailers can avoid being fined for improper pricing, as long as they accommodate customers looking to find the price of merchandise via one of these well-marked machines.

By assisting with the software interface, DBK was able to control costs and give the company a completely custom solution including the look and functionality of the program. Not only can customers scan items, but the company’s employees can query their work assignments.

“The requirements of this project were exactly the type of solution that DBK is designed to offer,” said Danny Katz, DBK Chief Executive Officer. “Combining hardware, software and professional / installation services allowed DBK to help the company fulfill its obligation to its customers.”

DBK devised a powerful end-to-end solution that allows the company’s customers to scan any item and automatically get the current price for that item. The price checker units are a part of the store’s wireless network which allows the store to use the units for price checking and much more.

SOLUTION

To gain compliance with the Pricing Modernization Act, a major Midwestern retailer contracted DBK to devise a solution for implementing price verifiers throughout their 170 stores. DBK chose to propose the MB Tech ShopperScan™ Unit for its modularity and functionality. In addition DBK assisted with the interface to the company’s own software application to query the database for the item scanned. Finally, DBK proposed that the company sell advertising space on the Price Checkers, for the time they are dormant, to off-set a part of the cost of the

RESULTS

With the ability for the company’s customers to check the price of items in-store, this solution prepares the company for new laws governing individual item pricing which will allow them to immediately take advantage of the cost savings from not labeling individual products. The company’s patrons have the access they need to the company’s pricing database as well as to special in-store coupons. Now, the company also has the ability to engage customers during their shopping experience through advertising and incentive programs.



ABOUT THE CUSTOMER AND DBK

The customer is a Michigan based family owned and operated grocery and general merchandise supercenter retailer operating 170 stores throughout Illinois, Indiana, Kentucky, Michigan and Ohio.



DBK Concepts, Inc. excels in delivering and developing complete, mobile data-collection solutions. With over 20 years in wireless software, hardware and services, DBK has built a base of Fortune 500 customers that depend on its “One Point of Contact” services. The company offers new and refurbished data-collection mobile computers, custom software development, maintenance and repair services, and professional / implementation services. DBK largely serves companies in the retail, grocery, wholesale and transportation industries. Privately held, DBK was founded by Danny Katz in 1989 and is based in Miami.

12905 SW 129TH AVENUE, MIAMI, FL 33186 | 1-800-725-7226 | WWW.DBK.COM