

White Paper



In-store packaging
How to increase customer satisfaction in the long term

Simplified processes through fully automatic weighing, packaging and labeling



Changing end-customer behaviour is creating new demands on retailers in terms of a more diverse product range.

The food retail industry is changing. Driven by consumer demand for more freshly packaged regional produce and a wide selection of products, the industry is focusing on ever-expanding product ranges from local sources. The trend towards fresh, local products presents a challenge to many retailers in terms of storage, packaging technology and labeling. An ever-increasing variety of packaging types and sizes calls out for efficient, highly automated solutions.

These fully automated solutions are already commercially available and make a noticeable difference to the time and effort needed to package, weigh and label fresh produce. Retailers benefit from a boost in productivity, less work for their staff and greater customer satisfaction thanks to the quicker service.

Locally grown, fresh produce and extensive product ranges – retail trends

The expectations of supermarket customers have changed significantly over the last few years. This change can be seen above all in consumer behavior in the food industry. The average consumer in supermarkets is now looking for regional, freshly packaged produce. They expect a large selection of products and favor quick and uncomplicated shopping experiences.

According to a market research survey¹, product freshness is the most important factor when shopping (52%). The third most important factor in shopping is the local sourcing of products (42%). Moreover, around three-quarters of consumers interviewed said that products labeled as “locally produced” appealed to them more. These figures are a clear indication that the buying behavior of consumers has changed radically.

The change in customer expectation has already made its mark on the food retail industry. An increasing number of supermarkets are extending their product ranges and offering a variety of local specialties and fresh produce. At the same time, particularly in larger cities, there is an increasing number of small wholefood shops with fresh food counters to supply the new target group.

The food retail industry has recognized that chilled produce counters and displays offer much greater capacity for a range of different products. These products are frequently displayed in smaller quantities but are restocked more often.

Warehousing, packaging technology, labeling – challenges for food retail

The food retail industry has reacted swiftly to the changes in customer expectation. Varied product ranges, local sourcing and freshly packaged produce are setting the supermarket agenda. However, it has become clear that internal logistics and packaging processes are often not prepared for these trends. The result is that more time and money is spent meeting the customer demand.

One critical challenge for the food retail industry is the difficult balance between shelf life and food waste. This is also apparent in the fine line between carrying too little and too much stock. Every day, supermarkets have to accurately re-assess their sales volume for freshly packaged products, without running the risk of holding too little or too much stock. In light of the thoughtful debate in society concerning the huge amounts of food being thrown away, supermarkets are encouraged to avoid building up excess stock. At the same time, customers still expect to find the products they need late on a Saturday evening.

The new variety of products available also changes the requirements for warehousing in retail. More warehouse space is needed in order to manage the wide range of products at any given point. This is also an area where the storage life of fresh produce and the way it is made are decisive factors.

Alongside this development, the production, packaging and labeling of products is growing in complexity. The large variety of products, many different types and sizes of packaging and the ever-increasing requirements to identify ingredients all mean that these tasks are taking much longer than before. Modern machines with high levels of automation have the potential to reduce costs significantly here.

¹ <https://www.marktforschung.de/aktuelles/marktforschung/regionalitaet-ist-eines-der-hauptkriterien-beim-lebensmittelkauf/>

Fully automatic weighing, packaging and labelling with Bizerba packaging machines enable a more varied shopping experience.

Greater productivity with fully automated in-store packaging systems

Food retailers have recognized the challenges set by consumers' changing expectations and are increasingly investing in fully automatic in-store packaging systems to package fresh produce on demand.

Systems like these, such as the packaging systems offered by Bizerba, are ideal for packaging produce flexibly and as needed, offering both the retailer and the consumer a whole range of benefits.

The packaging systems are rich in features to ensure a noticeable efficiency boost in the preparation of fresh produce. Fully automatic packaging, weighing and labelling now takes the place of manual packaging and labeling processes. This allows machines to adapt to different packaging and content sizes, for example by using stretch film as a packing material.

In the fast-paced world of retail, Bizerba packaging systems stand out by virtue of their fast and straightforward processing of on-demand orders. On-demand packaging of fresh produce ensures that the customer's preferred product is always available and shelves can be restocked several times a day. This flexible and efficient way of working also benefits employees as the automation of manual processes means they have less to do and can devote themselves fully to serving their customers.

A further bonus offered by these systems is the direct connection to existing IT systems. By simply supplying some core data, retailers get all the necessary product information straight to the consumer via the product label. Consumers can then, for example, look at where a product comes from, its ingredients and any allergens it may contain, thus creating transparency and trust.



The benefits of Bizerba packaging systems at a glance:

Productivity:

- ✓ On-demand packaging
- ✓ More throughput and greater profitability
- ✓ Reduced downtime in the packaging process

Usability:

- ✓ Intuitive machine controls via a user interface
- ✓ Uses the established Bizerba RetailPowerScale standard software

Flexibility:

- ✓ Packs different packaging sizes with just one film width
- ✓ Uses standard film materials like PVC, with PE and PO as an option

Packaging result:

- ✓ Virtually crease-free and tightly sealed

Space required:

- ✓ Little floor space required as very compact

Greater customer satisfaction with fully automated packaging processes

Today's consumers expect local produce packaged that day, as well as a large variety of products with maximum transparency about product origin. To fulfil these expectations, retailers are investing more and more in fully automated packaging machines such as the Bizerba B2 and B3 models.

Attractively presented produce, happy staff and customers, maximum flexibility in handling different types and sizes of packaging – to find out more about Bizerba packaging systems, get in touch with one of our sales representatives today.

Member of the Bizerba Group

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