

Visual merchandising at the POS

Impress customers, while increasing turnover

Market research shows: Customers act spontaneously. 70 percent of their purchasing decisions are made in-store, in food retailing 40 percent of shopping baskets consist of impulse purchases*.

Drum up the enthusiasm of your customers, directly where they make their purchasing decisions – with effective and professional advertising messages at the sales counter, on the customer displays of your METTLER TOLEDO UC3 scales.

Visual sales promotion at the point of sale (POS) is an impressive, low-cost investment which can be seamlessly integrated along with the METTLER TOLEDO Fresh Look Promoter application into the existing IT infrastructure of your company as well as into your marketing and advertising campaigns.

Visual sales promotion with Fresh Look Promoter

- A more pleasurable shopping experience for your customers
- Emotional sales approach while they make their purchasing decisions
- Increase in sales as a result of more impulse purchases
- Higher turnover thanks to increased willingness to pay
- Reinforcement of customer loyalty
- Enhancement of your fresh range of produce
- Aids cross-selling and cross-marketing
- Image creation and enhancement of trademarks
- Stand out from competitors
- No printing or advertisement placement costs

* Source: GfK study 2009



Technical data and system requirements

Supported file formats

- Video: MPEG2, MPEG4, MOV, AVI, WMV, FLV, VOB
- Animations: Flash, Animated GIF
- Images: JPEG, BMP, PNG, TIFF, GIF
- Presentations: PPT
- Controlling of scale displays and plasma screens with various resolutions and page layouts possible

Browsers for web-based applications

- Internet Explorer, Firefox, Opera, Mozilla

Communication and security

- Firewall protected
- Adjustable intervals for server communication
- Scale recognition by means of stored scale ID
- CRC check for testing the completeness of data transmissions
- Allocation of the range can be controlled by time and media category
- Optional: HTTPS encoding

Compatible scales

- UC3 HTT-P with Fresh Look Player
- RAM: min. 512 MB

www.mt.com/retail

For further information

Mettler-Toledo (Albstadt) GmbH
D-72458 Albstadt, Germany
Tel. +49 7431 14 0
Fax +49 7431 14371

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Quality certificate.

Development, production and testing in accordance with ISO 9001. Environmental management system in accordance with ISO 14001.

Application

The shopping experience Perfect advertising for your branches



Visual sales promotion with Fresh Look Promoter

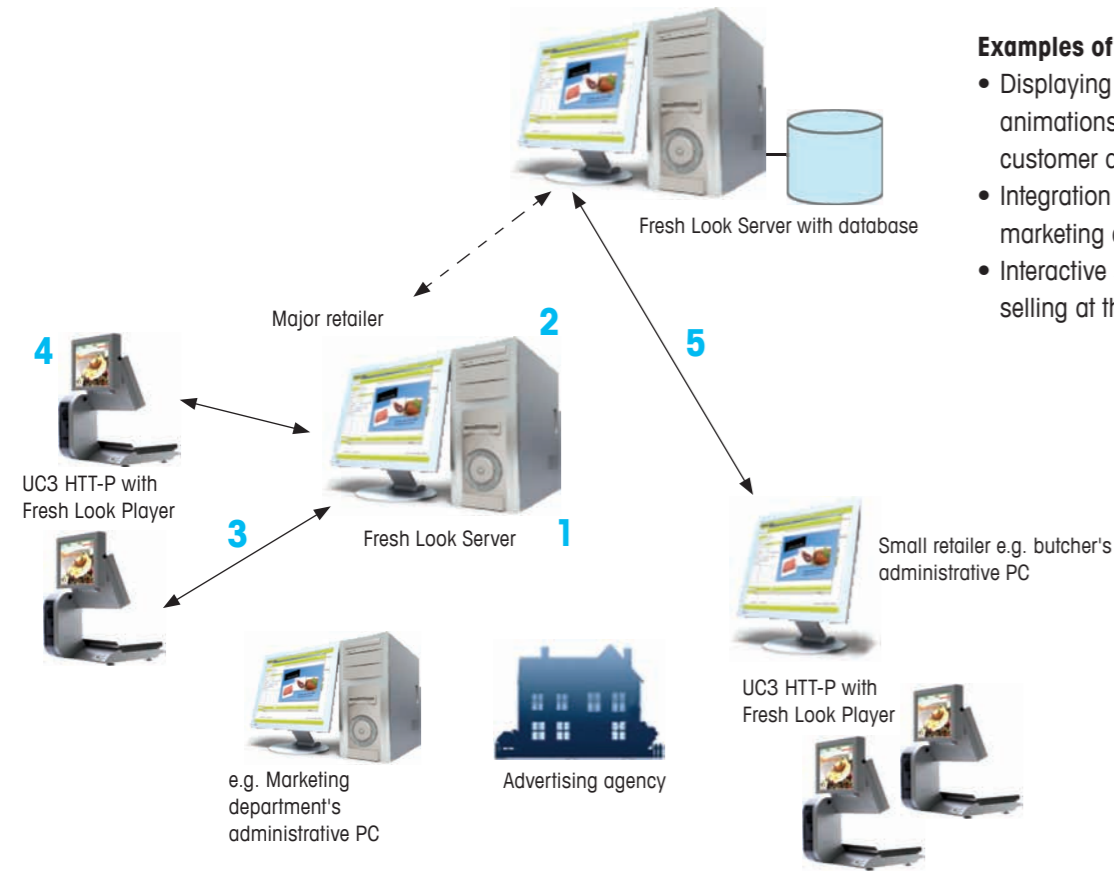
Arouse emotions, enhance brands, increase revenue: The Fresh Look Promoter application from METTLER TOLEDO makes child's play of implementing visual merchandising campaigns onto the customer displays of your UC3 scales. Regardless of whether it is text, images, animations or videos: Take control of your own materials and use Fresh Look Promoter to discover the diversity of visual sales promotions at your sales counter.

METTLER TOLEDO

Professional sales promotion

The solution at a glance

Discover the sales power of your **METTLER TOLEDO UC3 scales** with **Fresh Look Promoter** from the **Fresh Look** range of applications. We provide a **high-performance and user-friendly complete solution** for creating, distributing and archiving your **visual merchandising materials**.

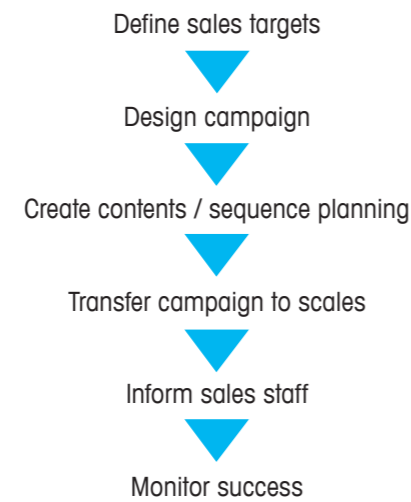


Examples of use

- Displaying text, images, graphics, animations and videos on the customer displays of the scales
- Integration into advertising and marketing campaigns
- Interactive support for cross-selling at the sales counter

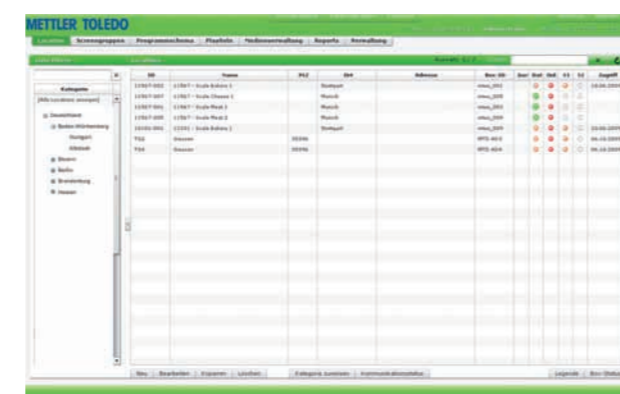
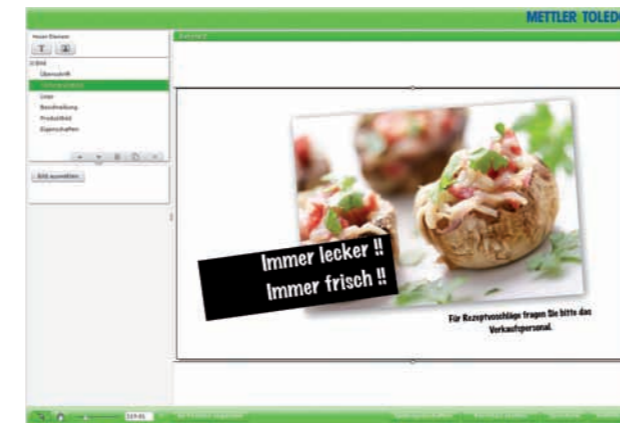
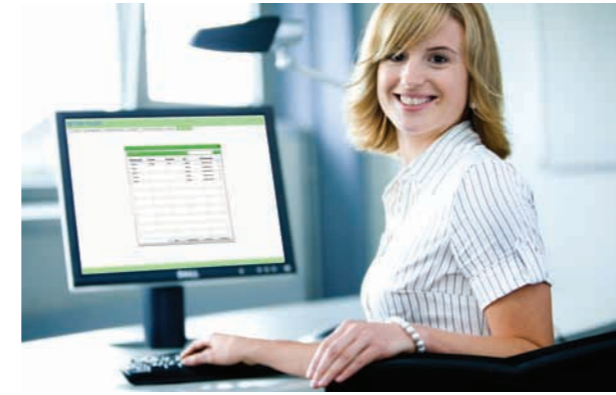
1. The software used for managing the Fresh Look application as well as any contents to be displayed are saved on the central Fresh Look Server.
2. The solution is managed via a web application by means of web-based software. Any browser that is available on the commercial market can be used. The web application allows the system administrator to view each scale and the materials stored within them for on-screen display purposes.
3. You decide when to establish a connection between the scales and the Fresh Look Server for updates. In doing so, you can assign the available scope by time of day and media contents.

4. Security is paramount: The scales are not visible on the Internet and WAN. Data communication with the Fresh Look Server is always initiated by the scale.
5. Small enterprises and medium-sized companies with up to 20 scales do not require their own Fresh Look Administration Server, but alternatively can gain access to the METTLER TOLEDO Fresh Look Server via the Internet. The fact that the server can be easily scaled means that companies can tailor the solution to their own shifting requirements.



Arouse emotions

Increase revenue

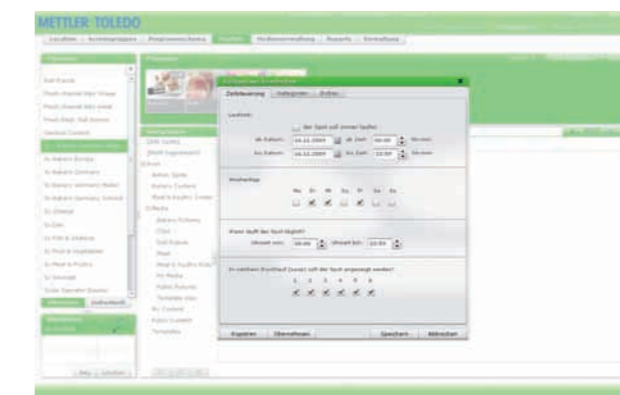
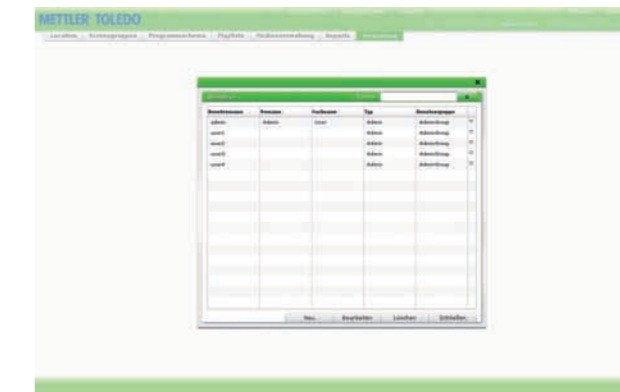


Clear and user-friendly: That's just two advantages of archiving and maintaining data on the central Fresh Look Server.

Regardless of whether it is text, ticker messages or images, PowerPoint slides, animations or videos: In the Fresh Look Promoter media editor, you can create campaigns at your own convenience. Practical templates and style sheets accelerate the process of managing and modifying contents. Contents can be modified in no time at all, what's more, they can be viewed in an instant.

Designing your own sequence couldn't be simpler: With Fresh Look Promoter, use the drag & drop function to arrange the sequence of the images to be displayed in the clearly presented playlists.

You can create playlists by scale groups such as cheese, fish and meat counters and/or regional branch offers. A keyword directory simplifies searching within the database for existing materials.



Herb butter, the ideal accompaniment to a perfect steak: Use the Fresh Look Promoter to display your materials during sales transactions in a dynamic and interactive way as the produce is being weighed.

User-specific authorizations simplify teamwork with internal and external partners. All of the materials and templates are securely protected against any changes by unauthorized persons thanks to the permission management system.

Ideal for local advertising campaigns: Authorized employees can use the Fresh Look Promoter to create and modify any text and image displays locally within the branch via a web-enabled PC.

Use the Fresh Look Promoter to control what you want to be displayed on-screen – whether it's by time of day, day of the week, regional offers, accompanying the current advertising campaigns – or in the case of perishable goods, you always know what stock is available.