

## An innovative color solution for your shelf tag application



Having your products in the right spot on the shelf could make a difference in how quickly they're picked up by shoppers. Managing your planogram program can be crucial to a store's success. But too often, products are misplaced or slid behind the wrong price tag.

Misplaced and misaligned shelf tags are common problems that may confuse customers about the price of the item and whether it's available for them to buy. It also affects your inventory levels. Store employees may think a product is gone and reorder. But there may be plenty left- they're just in the wrong spot.

Meanwhile, a hot item that has sold out may not be reordered because its spot on the shelf isn't empty. It has been filled with the wrong product.

Retailers can resolve these issues by utilizing in-store color solutions from Lexmark. You can now enhance traditional shelf labels by incorporating color product images on the shelf edge.

Shelf tags are printed with the product description, price and bar codes. Plus, a clear color image of the package means it's even easier to match the right product with the right price. Store employees will be more likely to notice if a product isn't behind the right tag or if inventory levels are low.

Even better, color shelf tags make it easy for customers to find exactly the product they want.

### Reduce costs and increase efficiencies with Lexmark print-on-demand shelf label solutions.

- Reduce tagging time by up to 40%
- Reduce out-of--stocks by up to 65%
- Restock and reset store up to 25% faster

*"By eliminating central printing of the labels for new stores and standardizing on Lexmark workgroup laser printers for its stores, we have saved a substantial amount of money in mailing costs and gained store-level efficiencies that continue to serve us extremely well."*

-Ted Layne  
VP of Technical Services  
Michaels Stores



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