DAMAGED FRESH FOOD LABELS HURTING RETAILERS

A new study* of 500 retail cashiers, conducted by The Harris Poll on behalf of Digimarc, reveals how perimeter department labels that are torn, wrinkled or damaged can be difficult to scan, and this problem is impacting both retail operations and the customer experience.

The following three sections reflect weighted survey results from cashiers who have experienced a label that did not scan properly:

### Poor Customer Experience...

- **86%** agree customer lines get backed up when cashiers have difficulty scanning grocery products.
- **82%** agree customers get frustrated when items don’t scan properly.
- **52%** say it takes at least 30 seconds on average to deal with a label scanning issue if the barcode cannot be read.

### Lost Sales...

- **22%** say scanning issues have resulted in an extra register needing to open at least once per shift.
- **32%** say scanning issues have resulted in a customer who decided not to purchase an item.
- **19%** have keyed in a price using a general grocery or department code rather than the specific product code to complete a purchase faster.

### Reduced Reliability...

- **65%** have experienced a torn/damaged barcode.
- **59%** have experienced a barcode not being printed well on the label.
- **36%** have experienced a label printed with no barcode at all.

### Decreased Productivity...

- **79%** say scanning issues are more common with fresh labels than with barcodes on product packaging.
- **76%** have experienced a label not reading from the meat/seafood department at least once per shift.
- **47%** have experienced a label not reading from the dairy department at least three times per shift.

### Easy Checkout with Digimarc Technology

Find out how Digimarc Barcode makes it easy for cashiers and customers to scan product packaging at checkout. Find out more.

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*The Harris Poll conducted the survey online on behalf of Digimarc between Oct. 13 – Nov. 1, 2017. It consisted of 502 U.S. teens and adults ages 16+ who are employed full- or part-time, working as a checker in a grocery store.