

DAMAGED FRESH FOOD LABELS HURTING RETAILERS

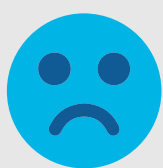
A new study* of 500 retail cashiers, conducted by The Harris Poll on behalf of Digimarc, reveals how perimeter department labels that are torn, wrinkled or damaged can be difficult to scan, and this problem is impacting both retail operations and the customer experience.



What Cashiers Say:



Poor Customer Experience...



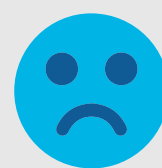
86%

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

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

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.](#)

*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.