↗ SUCCESS STORY

PEAK AUTOMATION INTELLIGENCE ZEBRA

GROCERY

How the World's Largest Grocery Chain Reduced Waste and Increased Profits with RFID.





CUSTOMER BACKGROUND

The world's largest grocery chain operates thousands of stores across the United States, serving millions of customers every week. Freshness is a critical component of its customer experience, particularly within its in-store bakery operations, where hundreds of products are baked daily. With more than 1,200 locations producing fresh baked goods, the retailer needed an efficient and scalable way to manage product freshness, reduce waste, and ensure products were priced appropriately throughout their lifecycle.

THE CHALLENGE

The Race for Profits.

Fresh bakery items have a limited shelf life, making inventory visibility and expiration management essential. The retailer's existing process relied on barcode labels containing production and expiration information. Store associates were required to manually scan products each day to identify items approaching expiration and apply markdowns as needed.

The process created several operational challenges:

- Manual barcode scanning was labor intensive and time consuming.
- Staffing shortages made it difficult to consistently scan every product.
- Aging and expired inventory was occasionally missed.
- Delayed markdowns resulted in unnecessary product waste.

As bakery assortments expanded and inventory volumes increased, the retailer needed a more automated and scalable solution.



THE SOLUTION

The right tech at the right time.

Peak Technologies evaluated the retailer's bakery operations and recommended implementing an RFID-enabled inventory management solution to replace the existing barcode-based process. Unlike traditional barcodes, RFID technology does not require line-of-sight scanning. Products tagged with RFID labels can be identified automatically using handheld readers, allowing associates to capture data from multiple items simultaneously rather than scanning each item individually.

The solution included:
Zebra ZQ511R Mobile RFID Printers
Zebra ZT231R RFID Tabletop Printers
Zebra RFD40 RFID Readers
Deployment and user training

Using handheld RFID readers, associates could quickly identify inventory status, expiration dates, markdown opportunities, and product locations throughout the bakery department.

Business Impact

- **Improved Inventory Accuracy**

  RFID provided near real-time visibility into bakery inventory, enabling more accurate production planning and replenishment decisions while reducing inventory inaccuracies.

- **Reduced Waste and Improved Markdown Execution**

  Associates could quickly identify products approaching expiration and act before inventory became unsellable. This improved markdown compliance and reduced product shrink.

- **Increased Labor Productivity**

  By eliminating the need to manually scan individual products, stores significantly reduced the time required to manage fresh inventory. Associates were able to redirect labor to customer service and other operational priorities.

- **Faster Product Recalls**

  RFID-enabled product tracking improved recall response times by allowing affected inventory to be identified and removed quickly and accurately.



RFID Retail Inventory ROI

ESTIMATED ANNUAL BENEFITS

Increased efficiency and productivity. The RFID initiative generated measurable operational and financial benefits across bakery operations.

$2.4 Million
Waste Reduction
Reduced Spoilage and Shrink

$800,000
Labor Productivity Savings

$2.4 million
Incremental Revenue
from Improved inventory Management and Markdown Execution

TOTAL ANNUAL BENEFIT

$5.6 MILLION

INVESTMENT

$5,000
Per Store Deployment

850 Stores
Store Footprint

4.25M
Total Investment

The retailer achieved ROI in approximately nine months,
while improving inventory visibility, reducing waste, and increasing operational efficiency.

WHAT WE ACCOMPLISHED

- Reduced bakery waste and shrink
- Improved inventory accuracy and visibility
- Faster identification of markdown and expired products
- Increased labor productivity
- Accelerated product recall response times
- Better fresh production planning
- ROI achieved in approximately nine months

PEAK
AUTOMATION INTELLIGENCE

THE NEW AUTOMATION DIVISION OF PEAK TECHNOLOGIES

Peak Technologies delivers RFID, mobility, and automation solutions that help retailers improve inventory visibility, streamline operations, and achieve measurable business outcomes across their supply chains and store environments.

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