

Case study

ICA Gourmet, Umeå, captures customer attention with real-time, premium print advantage



HP DesignJet Z5600 PostScript® Printer cuts time-to-print while enhancing in-store customer experience

Challenge

- ICA Gourmet wanted to print high quality signage in-house because external agency production was too slow
- Frequently updating information and pricing in-store and creating dynamic signage
- Ease-of-use essential to avoid labor-intensive special training for in-store equipment

Solution

- Keen on innovative concepts and opportunities for creative solutions, ICA Gourmet upgraded to the HP DesignJet Z5600 PostScript® Printer
- ICA Gourmet worked with local HP partners, LTG Display and Reklamcentra to test run LED/backlit signage

Results

- Sophisticated printing is available without the need for additional training
- High quality signs are now produced as needed throughout the day and week
- Featured items on printed signs sell better due to attractive images and creates an enhanced store experience
- ICA Gourmet is geared and ready for new templates, media, and inventive on-demand signage solutions



“The HP DesignJet Z5600 PostScript® Printer lets us promote that special feeling we aim for in our store. In-store signage inspires our customers to buy the food we sell, especially a product they may have not come to the store to buy in the first place.”

— Hans Collin, Store Manager, ICA Gourmet, Umeå



ICA Gourmet, Umeå, tops its competition on quality and freshness. Professional-looking signage is critical to accentuate the look and feel of this quality, but the turn-around time from agencies was too slow. Upgrading to the HP DesignJet Z5600 PostScript® Printer has allowed the supermarket staff to make tantalizing signs to enhance the store experience and increase sales.

“We always need to consider the cost of our employees’ time. Since we can’t work faster than we already do, the HP DesignJet Z5600 PostScript® Printer makes a difference. It is easy to use, flexible and quick.”

—Hans Collin, Store Manager, ICA Gourmet, Umeå

Industry:

Sign & Display

Company name:

ICA Gourmet, Umeå

Location:

Sweden

HP equipment:

HP DesignJet Z5600 PostScript® Printer

Website:

ica.se



Sign up for updates
hp.com/go/getupdated

Challenge

Professional-quality printing on site, on demand

Celebrating its 19th anniversary in summer 2017, ICA Gourmet, Umeå, is part of the ICA Group, Sweden’s top food retailer. As the city of Umeå is growing, so has the pressure to compete by an increasing number of supermarket retailers.

ICA Gourmet edges out tough competition among the three other city-central supermarkets by focusing on quality and product freshness. “We offer great value but don’t compete on price,” explains Hans Collin, Store Manager at ICA Gourmet. “Cleanliness, attractiveness and the overall sense of freshness and quality – that’s our advantage.”

With up to 3,000 people shopping in the store each day, it is vital that customers are constantly reminded of the level of excellence throughout their store experience. The right signage, at the right time plays a central role to convey that feeling.

Product information and pricing is dynamic. The reality is that if the customer doesn’t know what the product is or how much it costs, it won’t sell. And the wait for agency-produced signs took too long.

Always on the lookout for creative solutions, the store manager was keen to try out something new. Together with local HP partners, LTG Display and Reklamcentra, a test case was proposed. The HP DesignJet Z5600 PostScript® Printer would allow for not just traditional POS signage on paper, but also LED/backlit signage for in-store tactical and decorative solutions.

Solution

Innovative, attractive and promoting quality

ICA Gourmet’s previous, flawlessly reliable HP printer could produce informative signs, but LED/backlit signs from the new HP DesignJet Z5600 PostScript® Printer were intended to capture the customer’s attention in a new way. With 70% of purchase decisions made in-store, supermarket customers take home not only what they came to buy, but items that catch their attention.

The HP DesignJet Z5600 printer, well-suited to be used in retail stores, has helped boost sales by producing locally adapted signage. The signage is informative and decorative. Most importantly for ICA Gourmet, the option to print LED/backlit signage produces razor-sharp images and contributes to a feeling of outstanding quality. “We want our customers to feel the level of quality throughout the store,” says Mr. Collin. “This is why the quality of our signs must be ‘top-notch’.”

Even with signage Mr. Collin feels that quality wins over quantity. There is a general belief in the Swedish supermarket sector that there should be a lot of signage in a store. Mr. Collin has a different view for his store concept.

“Having a suitable number of signs that look good adds to the attractiveness of the store and creates the feeling we want the customer to experience.” It is this feeling that Mr. Collin is certain has kept sales numbers competitive in an increasingly cutthroat market.

On a practical scale, for the employees of ICA Gourmet, the best feature of the HP DesignJet Z5600 PostScript® Printer is its simplicity. The display makes it easy-to-use, flexible, and quick. The labor cost of the supermarket’s staff is an important consideration. The printer is sophisticated and advanced, can print on a wide variety of substrates and the signage programing makes printing signs on the material of choice a breeze. With minimal instruction, almost anyone can push a button and print out a high-resolution image for a high-quality in-store sign. And this is something that happens several days each week, and sometimes several times in the same day.

Results

Fast and easy with a premium feel

“We aim to stand out. The signs we make with the HP DesignJet Z5600 PostScript® Printer help us do that,” says Mr. Collin. “In the long run our customers feel that we’re ‘a little better’ than the other supermarkets.”

Working with HP is also about the quality for ICA Gourmet. Mr. Collin makes it clear that a great advantage is that it is so easy to work with HP, its partners, and the technical solutions. “Signs are crucial in our business,” Mr. Collin adds, “And the printers need to work. The HP printers we have used work and work and work.”

The new printer is in greater use than its predecessor and Mr. Collin is extremely pleased with the HP DesignJet Z5600 PostScript® Printer. The new printer is in greater use than its predecessor and Mr. Collin is extremely pleased with the HP DesignJet Z5600 PostScript® Printer. HP partner, BMG, which distributes HP media products globally, provided valuable support by producing custom-made HP Premium Vivid Color Backlit Film in A1 format to fit the in-store A1 LED signs.

“The HP DesignJet Z5600 PostScript® Printer make us competitive in a very competitive environment. I see it as an insurance that we will not lose our customers to the competition.” But Mr. Collin knows that he must stay a step ahead. Competing supermarkets are already trying to mimic the successful methods that have been implemented in ICA Gourmet. He admits, “I wouldn’t be surprised if other supermarkets soon invest in a printer like the HP DesignJet Z5600.”

While today ICA Gourmet prints only a limited repertoire of stock images on HP paper and HP backlit, Mr. Collin is ready to put the DesignJet Z5600 PostScript® Printer to the test using other print media, sizes, and varieties of signage. He also wants to discover alternatives for backlighting, he is confident that through his excellent cooperation with HP he will remain ahead of the supermarket signage game and be the leading supermarket in Umeå.

Learn more at
hp.com/go/designjet

