

New Counter Scales Allow Retailers to Sell Smarter

COLUMBUS, Ohio (Oct. 2, 2008) - METTLER TOLEDO is pleased to announce the addition of the UC-CWT and UC-CWQ to the existing platform of UC Network counter scales. These service counter scales with wide, brilliant color displays allow retailers to boost sales through effective in-store marketing, empower staff with in-depth product information and improve shopper experience through a series of user-tools that allow employees to customize each shopper's experience with recipes tips and coupons. The UC series of counter scales will allow retailers to sell smarter and engage customers on a whole new level.

The new on-scale marketing applications of the UC platform will allow retailers to fully interact with customers on a personal basis. The couponing feature provides a way for users to connect with customers, building store loyalty and boosting sales. When customers are given coupons before they reach check-out, retailers see an average sales lift of 39% on promoted products. Coupons generate cross-sales, reward loyal customers and promote high-margin products and METTLER TOLEDO UC scales are compatible with third-party coupon management tools. Additionally, the UC scales are capable of extensive label formatting to help drive sales. With support for custom logos, pre-printed designs and complex layout requirements, UC scale labels reinforce store brands and help build shopper loyalty.



Operate More Efficiently

UC scales also promote center-store operations with high-margin and store-branded products with multimedia promotional content. SalesPro boosts staff efficiency and lowers training costs by putting productivity information at the associates' fingertips. Operators have easy access to suggestions for product presentation and preparation of in-store recipes with step-by-step instructions for store-brand sandwiches, salads, cakes and more.

The large customer-facing display of the UC scale series is a feature that will improve the customer experience. The 12-inch screen is designed specifically with the customer in mind. Retailers can present high-resolution videos, animations, images and text directly to the customer.

The UC series is also designed with a retailer's employees in mind. The built-in software makes the retailer an expert on all products as meal ideas and wine pairings are brought up on the screen to present to the customer. Additionally, the UC scales allow retailers to fully stock cases with the right products at the right time through industry-leading enterprise fresh management solutions. Through the Scale Integration Framework, each PLU is linked to accurate production and replenishment forecasts to dramatically reduce shrink, mitigate out-of-stock issues and optimize inventory management.

All UC Scales feature the industry's only pull-out printer with a full five-inch roll capacity so that label changes are easy to implement and much less frequent. All of the scales are designed for easy cleaning and require very little maintenance, saving time and reducing expenses.

Using industry-standard remote desktop applications, UC scales make it easy for IT staff to solve problems quickly and reduce the number of on-site service calls. Dramatically reduce IT costs by automatically administering chain-wide updates and patches while remotely performing database backup and restore chores.

METTLER TOLEDO is a leading global supplier of precision instruments and is the world's largest manufacturer and marketer of weighing instruments for use in laboratory, industrial and food retailing applications. The Company also is a leading supplier of several related analytical and measurement technologies. METTLER TOLEDO Direct Laboratory Service supports a worldwide customer base in more than 100 countries. Additional information about METTLER TOLEDO can be found on the company website www.mt.com.

Want to learn more about our retail solutions first-hand? Our traveling Technology Tailgate program is coming to a town near you! Learn more at www.mt.com/08roadshow.

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