

CASE STUDY:

St. Tropez Bakery & Bistro



LABELTRONIX®

Labeling also has a sweet spot. *Labeltronix.*

Supermarket chains and hotels are finally figuring out what lucky San Diego residents have known for years, there is a big demand for the delicious baked goods and sandwiches that come from the busy kitchens of St. Tropez Bakery & Bistro. Yet as good as this gourmet bakery was at creating delicious treats for their retail and wholesale customers, they needed some assistance with their labeling to elevate their product's shelf appeal, control print costs and improve label application speed. That's when they turned to Labeltronix. The following case study provides some further insight into how Labeltronix helped the bakery find their labeling sweet spot.

CHALLENGE

One of San Diego's premier bakeries wanted to improve their shelf appeal for over 120 varieties of baked goods. They wanted:

- an easy-to-apply attractive clear product label stock that does an excellent job at showing off the delicious baked goods needing to be both appetizing and cost-effective to print on short notice
- to be self-sufficient with the printing and application of nutritional facts labeling
- reduce growing labor costs during their late-night label application process
- reduce label costs and production lead times

SOLUTION

Labeltronix created a lean labeling solution designed to easily handle the bakery's current production challenges. The solution included:

- the creation of a new image and label design for the St. Tropez entire product line which are then printed using the state-of-the-art Indigo digital press to dramatically improve shelf appeal
- provided an "on demand" label printing system that includes a Zebra Printer and the label design software to give St. Tropez the ability to print their own nutritional facts labels

RESULTS

The proof of this lean labeling solution can be found on the shelves of markets, retailers and hotels throughout the San Diego area. The bottom line results include:

- increase in sales by improving shelf appeal, brand image and product interest by retailers
- reduced label costs by improving the label application process with easy to apply labels
- shorter lead times, quicker to market
- more self-sufficiency and flexibility by giving St. Tropez the ability to print their own nutritional fact labels

“What took weeks to print now takes days, giving us the ability to test new bakery goods more cost effectively.”

Semy Mezouari
Owner/President

Labeltronix is proud to play a small role in the success of St. Tropez Bakery & Bistro. The company now has over 120 bakery goods that can be packaged and delivered to retail stores, restaurants and hotels. Business has been doubling over the past couple of years and now the company has grown to over 150 employees and 7 stores. If you have a sweet tooth and happen to be in San Diego, we suggest you drop by for their infamous almond croissant. For more information visit them at www.sttropezbistro.com.



Weekly sales of the popular breakfast loaf jumped 500% percent after the company began using the new clear labeling designed and produced by Labeltronix. The older label is shown on the right.



Labeltronix has designed a family of cost-effective and easy to apply label products for St. Tropez Bakery & Bistro's growing line of retail bakery goods.