

Avery Dennison
Identification Solutions

Monarch
Intelligent Retail Solutions

Avery Dennison® Monarch® Bottom of the Basket Solution



A common challenge for grocers is Bottom of the Basket shrink. Sometimes clerks feel the pressure to rush through the checkout process due to lines or impatient customers. This unfortunately leads to “under the cart” items to be overlooked or forgotten, and results in the number one cause of BOB shrink.

Additionally, self-checkouts add to the problem with 72% of shoplifting offenders claiming that self-checkouts make BOB theft (very) easy, according to the Loss Prevention Research Council.




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Is Bottom of the Basket Shrink Impacting your Business?

It is often difficult to know whether a customer has paid for an item on the bottom of their cart, and even more difficult to approach them to ask. It can create an uncomfortable situation for an associate to approach a customer to question whether they have paid for their BOB items. Not only can that be awkward for both parties involved, it can create a sense of distrust or even give a feeling of an unsafe environment.

It's easy to shrug this off and think that an unpaid item here and an unpaid item there should not cause much of an issue. However, it adds up! To put this into perspective, if a store loses an average of \$10-\$12 worth of BOB items per lane per day in a typical grocery store, that can add up to \$50,000 in lost annual profits. It's worth looking into a solution for this ongoing problem.


Avery Dennison can create a very simple label for you to identify when items have been paid for.

The message on this label can be customized as your company sees fit. An example could be "We Appreciate You". The label is put onto the BOB items once they have been scanned. The key to this solution is the messaging on it. By creating and using labels with strategic messaging, it can make it much easier for an associate to approach the customer who may not have the label on their BOB items. 'Hi, did you get a "We Appreciate You" sticker?'.


This simple solution invites an approachable way for retailers to ensure BOB purchases have in fact been paid for.

- Reduce bottom of the basket shrink
- Don't put your associate in an awkward situation
- Avoid making your customers feel uncomfortable
- Don't create a sense of distrust

A strategically messaged label is simply a visual to help supervisors and greeters see if items were rung up. So simple, yet so effective.



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Our Monarch® Intelligent Retail Solutions improve efficiency, increase margins, reduce waste and enhance the consumer experience throughout the global supply chain.

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