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TEGUT... BECOMES THE FIRST GERMAN RETAILER TO LAUNCH AN INNOVATIVE SELF-SCAN SYSTEM TO INCREASE CUSTOMER SATISFACTION

*A leading German chain of supermarkets, **tegut...**, introduces to its customers a new relaxed shopping concept, an initiative supported by a world-leading provider of Self-scanning systems, Re-Vision*

Fulda, Amsterdam, 25 May, 2010 – tegut..., a leading German chain of supermarkets and Re-Vision, a world-leading provider of Self-scanning solutions, today announced the launch of a joint pilot project aimed to test the customer acceptance of the new shopping concept in the live environment.

Self-scanning is an innovative shopping concept, already adopted by the largest supermarket chains worldwide, which helps the retailers to address the challenges in regard to their relationship with their customers. According to the survey conducted amongst European retailers by University of St. Gallen, Switzerland, in 2009, one of the main challenges retailers are currently confronted with is how to improve customer satisfaction and loyalty. 65% of the respondents consider lines at their checkouts as the most serious problem holding back the potential for improvement of their customers' shopping experience. In order to meet their customers' service expectations, major supermarket chains all over Europe, including Carrefour, Coop etc. have embraced the Self-scanning technology.

tegut..., as an organization with an innovative approach, is the first to introduce this concept to the German retail market. The new shopping concept faces the challenge of gaining customer acceptance, which is why the strategic decision has been taken at **tegut...** to launch a pilot project first. The shop chosen for the pilot project is Fulda-Kaiserwiesen. There are 2 reasons behind this choice – first, because it is located closest to the head-office, allowing personnel to quickly be on site if needed and view the system in the field environment. And second, because this is also one of the largest **tegut...** supermarkets, which allows them to monitor the system's performance at full-load.

The system to be implemented in the shops is called My-Scan and consists of portable barcode scanners which are used by the customers to scan and bag items while shopping. When the customer has finished the trip, the scanner is brought to a checkout kiosk, where the information is downloaded automatically to the cashier, allowing the customer to pay immediately.

The expectations are that the implementation of the system will rapidly increase the supermarket's popularity with the customers. With Self-scanning, the customer is saving a lot of time: firstly, by scanning the purchases during the trip, with no need to put all the goods onto the check-out belt and then back into the basket again, thus handling the goods only once; and secondly, there will be no need to wait in line anymore. With Self-scan system at **tegut...** the customer will have the choice between paying at the accustomed cash register, or going directly to the payment machine, with no need to queue further. For further convenience, the customer can pack his shopping in a desired way already in the shop, thus avoiding time-pressure at the checkout to re-pack his groceries once the payment has been made. Another advantage for the customer is that, at any time during

his shopping trip, he is able to see the total value of the goods in the basket. Discounts and other savings are also highlighted to him directly. Time-saving, in combination with the new shopping experience, promote relaxed and comforting purchase atmosphere, which is consistent with general **tegut...** philosophy.

In turn, **tegut...** as an organization expects to profit from increased customer satisfaction and loyalty, as well as optimize customer flow, especially during the sales peak times. Optimization of operational costs is another benefit of mobile self-scanning approach.

After extensive market research, the application My-Scan by Re-Vision was chosen, due to its flexibility and maturity of the product. The system proved to be significantly better fit for purpose than the competition. Re-Vision demonstrated a very good understanding of the specific requirements of **tegut...** Customized adjustments were undertaken quickly and seamlessly in order to bring the software in line with the existing **tegut...** standards and to develop a very customer-oriented solution.

Mr. Benjamin Beinroth, Project Manager at **tegut...**, says: "I am convinced that our joint project with Re-Vision will be very successful. We have taken a lot of time to bring the concept for a self-scanning solution to perfection from the customer's point of view, at the same time keeping our focus on efficiency. Already at the very early stage we realised that mutual trust and openness would become an important basis for the success of this project. With Re-Vision we are confident that we have chosen an optimal solution partner, and that the delivery of this project will function very smoothly as well."

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About tegut...

The company has been on the food market for over 60 years, following the basic principles of responsibility set up by the founder Theo Gutberlet. The first shop was open in 1947 named after the grocer's name abbreviation "Thegu", which later transformed into "**tegut...**". Today the private company is led by the third generation of the family, Thomas Gutberlet. His father Wolfgang Gutberlet, and brother Johannes Gutberlet are also on the executive board of the enterprise. As for today, **tegut...** employs around 6,200 people in over 310 locations in Hessen, Bavaria, Thuringia and South Lower Saxony, obtaining over 1,1 billion € turnover in 2009. The production and sale of eco-friendly food is carried out by their own production enterprises – "Herzberger bakery" and "KFF" (butchery), of which fact the company is especially proud. Already in 1982, **tegut...** introduced the concept of bio products. At present it offers approximately 3,000 bio articles in its product range – i.e. 19.5% of the products come from biological cultivation. Extensive research in the fields of food cultivation, production, processing and trade shows that this is an important add-on to the enterprise and also a meaningful contribution for the future of humanity and the environment.

About Re-Vision

Re-Vision B.V. is one of the leading providers of mobile self-scanning solutions. Benefitting from over 10 years of development and investment around retail best practice CRM principles, their core solution My-Scan became the market leader for Self-Scanning and Loyalty/CRM systems. Successfully implemented at the leading European retailers, such as Carrefour, Tesco, Coop Switzerland, Dirk van den Broek, Dekamarkt and others, the innovative Self-scanning solutions ensure that customers in the supermarkets reduce checkout time by up to 400%. This helps the retailer to improve customer satisfaction and loyalty, whilst increasing the spending level and reducing labor costs. Re-Vision is headquartered in the Netherlands, with its global presence further strengthened by a worldwide network of partners.

For more information, visit: www.re-vision.nl