

## Retail

---

- > The customer is the centre of your business. And Toshiba can offer you a comprehensive portfolio of products which will help you deliver world-class customer experience.
- > The world of Retail is vast, diverse and constantly changing. Therefore, our services and solutions are as individual as your needs and easily adapt to changing requirements.
- > Sophisticated technology, which seamlessly integrates into your processes will allow you to optimise your workflows and enhance your business.
- > Having an eco-friendly business is not only good for the environment but also attracts customers. Toshiba is leading when it comes to supporting your efforts to create a greener tomorrow.



## PRODUCT PORTFOLIO

- 1 Our single- and multifunction printers come in various different sizes, speeds and configuration possibilities. But what they all have in common is their outstanding image quality and intuitive usage.
- 2 Our range of barcode printers covers all aspects of your labelling needs. Whether you need a portable printer or wide-web pallet labels, we can provide you with the perfect device.
- 3 Our software solutions are as individual as your needs. Covering all areas of modern document and information workflows our applications can be customised to match your individual requirements.



## MAKING A DIFFERENCE

From ordering inventory to displaying and labelling merchandise to training staff and planning in-store events to scheduling promotions - in a retail business there is always something to do. And everything you do, you do with your customer in mind.

At every touch point with your customer you have the possibility to show your expertise and stand out from the competitors. Whether you need to share information about special promotions and details about a specific product or want to ensure a hassle-free shopping experience, there's a lot which needs to be done behind the scenes.

In today's world your customers expect accurate and up-to-date information about your business and your products to be comprehensive and available whenever and wherever they need it. To be able to provide this, you need to be on top of things and need to be able to react fast. You need systems that you can rely on and which will handle complex workflows at the touch of a button - for the shop floor as well as for the back office.

Toshiba has a comprehensive portfolio of products and solutions, which will help you deliver world-class customer experience and at the same time reduce your costs. Starting with raising awareness for your business over to actually selling your products all the way to customer service — we can offer you the matching application to streamline processes and optimise workflows. Increase your sales and minimise your expenses - all at once.

### Advantages

- > On-demand, in-house creation of professional documents is cost and time saving.
- > High quality labels and shelf edge tags are not only appealing to the eye, but also ensure a smooth checkout for a better customer experience.
- > Automated document workflows e.g. for your order management or invoicing, save time, reduce the number of potential mistakes and increase efficiency.
- > Advanced software solutions give you full cost control to maximise your profitability.

Give yourself the competitive edge with sophisticated printing solutions to ensure your customers enjoy buying from you.

# SUSTAINABILITY

Being an environmentally conscious retailer attracts customers. So by reducing your carbon footprint and saving resources, you not only help create a greener tomorrow, but also develop your business. At Toshiba all our business processes, technology and products are designed to help foster a more sustainable society. We offer a range of unique eco-friendly solutions to supplement your environmental strategy.

## Carbon Reduction

We aim to lessen the negative impact of greenhouse gasses in our manufacturing process through our energy-efficient production facilities. In addition, our industry-leading carbon offset scheme helps you achieve your carbon reduction pledge.

## Saving resources

Saving natural resources is good for the environment and done right, can also generate economic benefits. However, you do not want to compromise on efficiency. Therefore, we have developed products and tools which will let you fulfil your goals to reduce environmental burdens and at the same time improve your control of assets and costs in a single stroke.

### > Double-Sided Label Printer

The DB-EA4D is a 2-sided direct thermal printer, which adds value and usability to a label's backing paper by printing on it instead of wasting it.

### > Rewritable Label Printer

A label printer, ideal for closed-loop environments, which prints and erases highly durable media hundreds of times, thereby reducing costs as well as environmental impact.

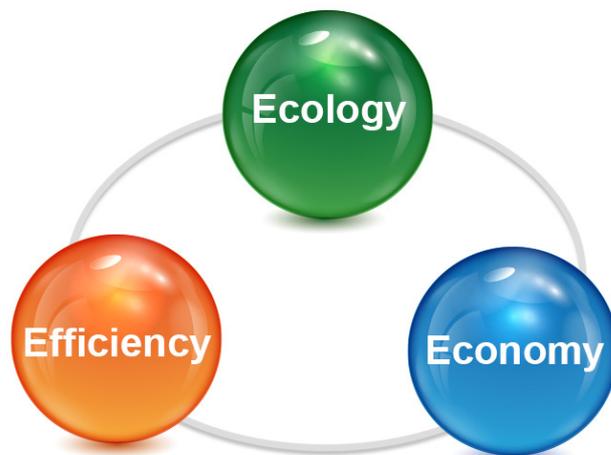
### > Eco-MFP

With the e-STUDIO306LP/RD 30 Toshiba has a system, which uses erasable toner. By using this special blue toner for all you temporary documents, you can reuse the paper several times and save up to 80% of resources.

### > Electronic Receipts

The application allows retail check-out systems to transmit customer receipts to mobile devices, thus eliminating the need to print them on paper.

To find the ideal combination of products and solutions, we offer you our Managed Document Services programme. It will not only identify the hidden expenses in your document and information workflows to reveal potential savings, but will also focus on the ecological aspects of your business.



The three core principles our products and solutions are based on.



The DB-EA4D saves paper and adds value to your labels.



The Toshiba Eco-MFP - revolutionising the way we print. For more information on our eco product portfolio, please visit us at [www.eco.toshiba.eu](http://www.eco.toshiba.eu).

## About Toshiba Tec

Toshiba Tec Germany Imaging Systems GmbH is part of the globally operating Toshiba Tec Corporation, active in various high-tech industrial sectors.

Toshiba Tec Corporation is a leading provider of information technology, operating across multiple industries - ranging from retail, education and business services to hospitality and manufacturing. With headquarters in Japan and over 80 subsidiaries worldwide, Toshiba Tec Corporation helps organisations transform the way they create, record, share, manage, and display information.

For more information please contact us:

### **Toshiba Tec Germany Imaging Systems GmbH**

Carl-Schurz-Str. 7  
41460 Neuss  
Germany

### **Telephone**

+49 2131-1245-0

### **Fax**

+49 2131-1245-402

### **Website**

[www.toshibatec.eu](http://www.toshibatec.eu)



**Together Information is Toshiba's vision for how people and organisations create, record, share, manage and display ideas and data.**

**It is based on our belief that the most successful organisations are those that communicate information in the most efficient way.**

**We make that possible through an integrated portfolio of industry-specific solutions, all of which reflect Toshiba's commitment to the future of the planet.**

