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**See you at
EuroShop 2011...**
Hall 6, Booth I16



EuroShop
The Global Retail Trade Fair
**Düsseldorf
Germany**
26.2.-2.3.2011

Industry Events

Invatron to Exhibit at EuroShop 2011 Global Trade Fair in Dusseldorf

Invatron is pleased to announce that it will be an exhibitor at the 2011 EuroShop Global Trade Fair in Dusseldorf, Germany, February 26th through March 2nd.

The European supermarket landscape offers significant opportunity to Invatron and its product offerings. Currently dominated by large multinational software vendors and often still relying on single vendor scale management software packages, there is plenty of room on the landscape for an application company focussed completely on Fresh departments. Known as the profit center and differentiator, Fresh departments offer unique challenges which Invatron has successfully addressed in the North American market during the past 20-plus years.

Take better advantage of weigh labelling equipment and increase bottom line revenue with Invatron applications

We look forward to discussing with European retailers how to take better advantage of their weigh labelling equipment. In addition, we are excited to show Fresh operators how to improve customer perception and increase bottom line revenue through accurate production planning, recommended orders and shrink awareness.

Given that Sainsbury has been a valued client since 2004, and that Invatron has created strong partnerships with European scale vendors, the time is right to introduce the Invatron application suite to European retailers, so they can take advantage of multi-vendor support, allowing them to select the best scales for each department. The applications' extended feature set will allow retailers to fully leverage their scale investment.

Take advantage of multi-vendor support: Invatron to demo product suite on all major vendor scales

As exhibitors in the EuroCIS, or IT sector, Invatron staff will demo the following:

- **ePLUM Enterprise Scale Manager:**
Manages all scales centrally
- **PLUM Host / Store Scale Management:**
Offers complete support for all scale data fields
- **PeriScope Fresh Item Mangement:**
Optimizes Fresh department efficiencies

On the following vendor scales:

- **Avery**
- **Bizerba**
- **Digi**
- **Ishida**
- **Mettler**

1,800 exhibitors from 50 countries, 104,000 trade visitors from 93 countries attending

The international retail industry meets every three years at EuroShop. All major European retailers will be among the 104,000 trade visitors attending, including:

- France: Auchon, Carrefour, Casino, Match
- Britain: Sainsbury, Tesco
- Germany: Rewe

For conference information, visit www.euroshop-tradefair.com.

Product Spotlight: Lot Tracking

Invatron Launches Lot Tracking Application

January 10, 2011 – Invatron Systems Corp. is pleased to announce the launch of its Lot Tracking application.

Existing legislation in California (SB611) requires companies that ship meat or poultry products to report which stores have been shipped cases of meat or poultry from specific “Lots”. Traceability requirements are regulated by the USDA FSIS (U.S. Department of Agriculture Food Safety and Inspection Service) and are meant to ensure that the raw ingredients used to produce end products are tracked and documented in case of product recall. By tracking the link between source and end products, affected products can quickly be identified and removed from store shelves.



Invatron's Lot Tracking software solution zeros in on the specific backroom product crate or market trim tray used to produce retail trays, so traceability is facilitated.

Manual procedures now automated

Lot Tracking functionality has been added to PeriScope via a new depth, Depth 50, to automate procedures which had been previously performed manually. Automating this functionality reduces labor, complements existing business processes and ensures data compliance/accuracy for legislated requirements.

Store users use handheld scanners to record lot tracking transactions on the spot

Using Pocket PeriScope on a handheld scanner, store users record and process Lot Tracking item transactions as soon as they perform the actual function. Store users simply scan a barcode, for example, when opening a box of coarse grind to produce retail ground beef trays, and the system completes an input screen with any information it can extract from the bar-

code, such as the serial number, leaving the user to complete the rest, such as the weight removed for grinding. Once the transaction is complete, the system issues a Line Number (i.e., a Lot Tracking Number) and the information is transmitted to the PeriScope server in real time, to provide department managers and decision makers with up-to-date Lot Tracking information, available in the Grind Log Report.

This functionality is supported in Release 3.8 of the PeriScope Depth 50 software.

Track the exact crate or market trim tray used to produce retail products... how often grinders are cleaned... backroom product transfers to the warehouse and other stores

Pocket PeriScope captures and processes the following Lot Tracking data:

- **Grind Transactions** track the opening of boxes of coarse beef grind to produce packages of grind.
- **Custom Grind Transactions** track the opening of packages of muscle-cut, chosen from the retail case by customers, to produce packages of grind.
- **Cut Transactions** track the opening of boxes or crates for reasons other than producing packages of grind (e.g., opening a box of primal to produce muscle cuts, such as steaks).
- **Market Trim Transactions** track the grinding of beef muscle-cut trim, which is collected throughout the day and temporarily stored in trays until grinding.
- **Clean Transactions** track the frequency of meat grinder sanitization.
- **Store Transfer Transactions** track the transferring of boxes to a specific store or the warehouse.

Grind Log Report tracks all handheld lot tracking transactions and helps retailers improve business processes

The Grind Log Report tracks all the above transactions and displays detailed information, including Line Number, Grinder Number, Transaction Type/Date, End Product Description and the Initials of the operator performing the transaction. It helps retailers determine if business processes are being followed and whether any processes can be improved.

Contact Tom Barclay at tbarclay@invatron.com or 905-363-3299, Ext. 224 for information about Lot Tracking.

Product Spotlight: PeriScope Depth 300

PeriScope Sales Estimate Production Worksheet Nets Retailer Large Returns

Retailers are finding large returns from understanding forecasted demand by backroom product and utilizing that information to create accurate orders, using the Weekly Product Sales Estimate Production Worksheet, available at PeriScope Depth 300.

Based on historical sales and averaging, the worksheet specifies how much of each backroom product is required to satisfy demand on any given day, thereby making it an ideal order assist tool.

Store produce managers take the worksheet, an example of which is shown below, into the backroom and simply by comparing the amount of produce in the backroom cooler with the daily production amounts recommended on the worksheet, determine how much they need to order.

Better ordering decisions, less shrink, fresher produce

One PeriScope user reports that whereas produce coolers used to operate at 110% capacity, since implementing this procedure, they are now operating at 30% capacity across the region. He concludes that produce managers are making demonstrably better ordering decisions, significantly reducing the amount of shrink, and are therefore able to offer fresher produce to consumers, a win-win situation for the retailer and its clients. Implementation of similar procedures in the meat backroom is also expected to yield similar benefits.

Contact Tom Barclay at tbarclay@invatron.com or 905-363-3299, Ext. 224 for information about PeriScope and ePLUM.

Product Sales Estimate Production Worksheet								Print	Return Home	Previous Page	Sign Out
Store: 8 Department: PRODUCE Category: Produce								Date: As of 10:00:00 on 10/10/2010			
Sub-Category: Vegetables Sub-Sub-Category: All Sub-Sub-Categories Backroom Product: All Sub-Sub-Categories Report: Backroom Product Summary Week Starting: 10/09/2010 Number of Weeks: 1 Sort By: Sales Amount Total (High to Low)											
UPC											Amount
Department: 1 - PRODUCE											
Category: 1 - Produce											
Sub-Category: 12 - Vegetables											
Sub-Sub-Category: 122 - Cauliflower&Broccoli											
	Backroom Product: 792 - Broccoli 18X1EA	2.11	2.61	2.89	3.06	2.67	1.50	2.33			17.17
Sub-Sub-Category: 123 - Cabbage											
	Backroom Product: 791 - Cabbage Green 1X22.7KG	1.13	1.34	1.50	1.56	1.40	0.75	1.24			8.92
Sub-Sub-Category: 124 - Carrots											
	Backroom Product: 1370 - Carrots 2 Lb 24X907G	1.67	2.04	2.25	2.38	2.08	1.17	1.83			13.42
	Backroom Product: 112 - Carrots 5 Lb 10X2.27KG	0.50	0.70	0.70	0.80	0.70	0.40	0.60			4.40
	Backroom Product: 499 - Comp Carrots Mini Peeled 3lb 10X1EA	0.60	0.70	0.70	0.80	0.70	0.40	0.60			4.50
	Backroom Product: 522 - Comp Carrots Baby Cut 2LB 15X908G	0.67	0.80	0.93	0.93	0.87	0.47	0.73			5.40

Sample PeriScope Sales Estimate Production Worksheet

Product Spotlight: ePLUM

ePLUM Supports Speedkeys

Speedkeys are shortcut keys used to quickly call up products on a scale, without knowing the associated PLUs.

ePLUM updates speedkeys for individual scales, all scales across an enterprise, and everything in-between

ePLUM's SRM (Scale Resource Manager) allows transmission of binary speedkeys to scales, either across an enterprise, across a district or division, or in a specific store or department.

This means ePLUM allows users to remotely update, for example, all meat department scales, in a specific division, so that Speedkey #1 is associated with the same PLU for all targeted scales.

SRM works behind the scenes

Speedkeys can be sent to multi-vendor scales within a store through one Resource Bundle so users do not have to manually determine which Speedkeys package belongs to which vendor. SRM does all this behind the scenes.

ePLUM also supports other resource files such as logo, graphic and font files.

Speedkey support is available for Mettler Toledo, DIGI/NBI, DIGI, Ishida, Hobart and Bizerba. For a full list of models supported and to begin using this feature, contact Invatron.

Invatron Welcomes New Clients

Invatron would like to thank these valued clients who have selected and/or rolled out the following products during the fall of 2010.

- **Gordy's County Market:**
Rolled out ePLUM and PLUM Host
- **Randazzo's Fresh Markets:**
Rolled out ePLUM and PLUM Host
- **Eataly:**
Rolled out PLUM Store
- **Hubbel & Hudson:**
Selected ePLUM
- **Roche Bros:**
Rolled out ePLUM

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Invatron Systems Corp. is a software provider of fresh item and scale management solutions for the supermarket and grocery industry in North, Central and South America, Europe and Australasia.

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Invatron Welcomes ePLUM Clients

Invatron is pleased to announce that the retailers below have purchased ePLUM Enterprise Scale Manager and Scale Resource Manager to centrally manage and control their in-store weigh/label scale equipment.

ePLUM Enterprise Scale Manager is a multi-vendor, web-enabled solution that provides retailers with centralized control of in-store scales and printers. Accessible from any computer running a web browser,

it allows support staff instantaneous access to any Ethernet or serial scale device. ePLUM, a full-featured and easily implemented solution, is designed to eliminate data integrity issues, and meets legislated requirements such as support for trans fats, allergens, and country of origin labeling (COOL). ePLUM provides users with pro-active, rather than re-active tools.

Item hosting at all 3 retailers listed below is provided by Retalix HQ.

Weis Markets Selects ePLUM 2.9...

December 30, 2010 – Weis Markets of Sunbury, Pennsylvania has purchased ePLUM Enterprise Scale Manager 2.9 and Scale Resource Manager to centrally manage and control its in-store weigh/label scale equipment.

An incorporated company founded in 1912, Weis operates 170 retail stores in Pennsylvania, Maryland, New York, New Jersey and West Virginia and employs approximately 18,000. Weis takes pride in self-reliance and in supporting local farmers.



Greer's Selects ePLUM 2.9...

December 30, 2010 – Greer's of Mobile, Alabama has purchased ePLUM Enterprise Scale Manager 2.9. In business and family owned since 1916, Greer's operates approximately 30 supermarkets under the Greer's

Market and Food Tiger banners in Alabama, Mississippi and Florida, and employs 600 people. Greer's prides itself on offering Southern hospitality, friendly service and high quality items for excellent value.



Strack and Van Til Selects ePLUM 2.9...

October 1, 2010 – SVT LLC of Highland, Indiana has purchased ePLUM Enterprise Scale Manager 2.9. Founded in 1959, SVT LLC operates 31 stores in Indiana and Illinois under 4 ban-

ners, primarily Strack and Van Til, and Ultra Foods. The company operates with a mission to be recognized as the leading full service food store, exceeding customer expectations in its trade zone.

Ultra Foods

Contact Tom Barclay at tbarclay@invatron.com or 905-363-3299, Ext. 224 for information about ePLUM Enterprise Scale Manager and other solutions for your business.