

# EG Group Places Trust in SATO to Deliver Excellence in Food Safety



For Euro Garages Group ('EG'), a world-leading independent service station and convenience retailer, delivering best-in-class customer service means going above and beyond to exceed expectations by creating a true 'one stop' retail destination.



Operating 5,900 EG Retail and EG Fuel sites across Europe, North America and Australia, the British-born company was founded in 2001 by brothers Mohsin and Zuber Issa. Together they built Euro Garages on four strong business values:

- **To support local communities**
- **To deliver exceptional consumer value and results**
- **Committed to environmental sustainability and investment in people**
- **Active response to current consumer trends and demands**

To excel in customer service, the company has made significant steps to work with premium brands across its product and service offerings. Relationships have been cultivated with globally recognised brands such as Esso, BP, Shell and Texaco for EG Fuel, while EG Retail has partnered with brands including Starbucks, Burger King and Subway.

Yet partnerships were only one side of the coin. The other was to deliver uniformity across all of EG Group's global sites – something that the Blackburn-headquartered company lacked.



## ⓘ The challenge

### – Branch uniformity

For larger service stations, consumers expect high quality, fresh and healthy food options in more attractive store formats. They also want more options at better value via a seamless, hassle-free and convenient experience.

### – Accurate track and trace

on a global scale, alongside an accurate time and date stamp to adhere to stringent health and safety standards.

### – A cloud-connected database solution

to prioritise food safety and hygiene processes, while ensuring the end customer receive a best-in-class service from their food-to-go stores.

# The SATO Solution

## FX3-LX AEP food labelling improves efficiency & accuracy for full safety reassurance



### ✓ Uniformity & food safety

"We chose the SATO's latest FX3-LX label printer as its benefits were clear when it came to food safety" said Inge Visser, Brand Manager at EG Group. It easily enabled the registration of preparation times and best before dates to ensure quick and accurate processing of food, guaranteeing uniformity across all our Go Fresh bakeries. Plus, its anti-microbial casing and easy clean, splash-proof design meant the solution adhered to our health and safety policies.

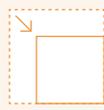
### ✓ Complete solution

"With the SATO FX3-LX printer, we have a complete solution in our stores which enable us to deliver the freshest produce at the highest quality to our customers. In addition, and thanks to its ease of use, the large 7-inch full colour touchscreen provides categories that are quick to navigate, helping employees search and locate products at speed."

### Benefits of AEP



PC-less



Small footprint



Simple to use



Cost saving

▶ Watch video



## Implementation

**The FX3-LX printers were soon installed in more than 30 newly built and partially rebuilt Go Fresh bakeries across Europe. By connecting to a local database, all bakery products could be easily located and updated on a regular basis.**

SATO provided EG with knowledge and understanding on how to maintain the hardware and update the product files. With the help of 14 pre-set videos located on the device, EG employees were also able to suitably handle the printer.

"In the near future, we're looking forward to making use of both the SATO App Storage and SOS (SATO Online Services). This will make it even easier for our teams to update the application and database for all our stores via one central cloud location. With SOS, we can also increase our support for store managers, as well as monitor the printers 24/7 in all locations to prevent printer issues before they arise."



## Overall Impact



Since our biggest challenge was to create brand uniformity with a complete end-to-end food safety process, we're pleased to say that the SATO FX3-LX delivers every time.

Inge Visser, Brand Manager at EG Group

EG Group prides itself on investing in innovative solutions to deliver world-leading customer service. The FX3-LX printer from SATO not only helped to improve customer service by reducing internal errors, but also provided excellent standards of food safety through its accurate registration processes.

