B40

A NEW SCALE CONCEPT

Recommended for all food retail companies, mainly supermarkets.

The B40 labeling scale combines all the innovations and benefits already consolidated in its previous versions with a new interaction experience for the customer, through its exclusive high definition display for advertising and information about the product sold.

A NEW CUSTOMER INTERACTION EXPERIENCE

The high definition advertising display (Full HD) displays images promotions, partnerships with suppliers and information about the products being sold.

It is possible to manage and schedule ads and information.

Dynamic promotional messages may be published with texts or images for automatic display, helping the offer of products, publicity, carrying out promotions while the operation is performed.

Heavy product images and information are displayed in a more attractive and clear way for the consumer, enabling greater interaction even during service and offering a different shopping experience.

A **difference of the B40 scale** is that the advertising display is exclusively for advertising and marketed product information.

The metrological display is independent. In case of failures in the advertising display, the scale continues to weigh normally.

AGILITY AND PRECISION IN LABELING

The guillotine printing mechanism can operate with gap or continuous labels, including security labels (with perforations).

It self-recognizes the type of label that will be used.

SAVINGS ON SUPPLIES

Continuous labels are always printed using the smallest possible area, saving a lot of paper and always maintaining an optimized aesthetic standard.

This offers cost savings on supplies that can range from 15 to 50%.

It enables the adoption of a single roll pattern for all sectors of the store and optimizes the operation of those sectors that use two or more label sizes.

SMART POS LABELS

The B40 scale, in addition to printing labels with the code,EAN13, works with the printing of labels with 2D code (QR Code and Datamatrix) with digital link, which enables management, traceability, validity control and a exclusive purchasing experience for the end consumer. Urano is a 2D solution provider for GS1 Brasil.

Label example with QR Code + digital link

Label example with Datamatrix + digital link

VALIDITY CONTROL AND TRACEABILITY

Together with the Urano Integra software, the B40 scale works with the printing of smart labels that enable the automation of weighing processes and the traceability and validity control of products.

WITH CODE 128 URANO

The scale generates a unique and exclusive sequential number (Unique Identifier - ID) with information about each operation performed. With Code 128 Uranus on the label, it is possible to obtain all weighing information, avoiding the sale of expired products at the checkout and facilitating the management of product expiration dates.

EAN(13)   Valid.(6)   NºBalança(6)   Nº Sequenc.(7)

WITH 2D CODE

The scale prints labels with weighing information and the 2D code (QR Code and Datamatrix) with digital link, which enables management, traceability, validity control and a differentiated purchasing experience for the end consumer.

Urano is a 2D solution provider for GS1 Brasil.

STEP 1

Preparation of packaging with fractionated products, with Urano smart labels.

Sliced cheese packaging with smart labels.

STEP 2

The pre-packaged products are registered in the customer's management system stock and then put on sale on the shelves.

STEP 3

When passing an expired product through the cashier's scanner, the POS software* identifies the expired product.

* The POS software used must be approved for this function.

STEP 4
(On labels with 2D code)

When reading the Datamatrix code or QR Code with a digital link printed on the label, the customer is intelligently directed to the product in the cloud and, therefore, accesses a variety of content and services.

TECHNICAL CHARACTERISTICS

Weighing
Capacity x division:
6kg/15kg/30kg x 2g/5g/10g - triple scale.
(0 to 6 kg, 2g division; 6.005 to 15kg,
5g division and from 15.010 to 30kg, 10g division).

Dimensions
Stainless steel dish: 350 x 400mm.
Scale (LAP): 400 x 140 x 590mm.

Communication
Via cable (ethernet) / Wi-Fi.   *Battery*.

Urano 40 *anos*
Inovando com qualidade

Imagens meramente ilustrativas.