

# Xt upgrade for award winning butchers



The Avery Berkel Solution at Edwards of Conwy



Edwards of Conwy is a traditional butcher based in the world heritage town of Conwy, North Wales. Founder Ieuan Edwards first opened the butcher shop at the age of 20, and has grown his business to now employ more than 45 members of staff.

The store, in High Street, Conwy is multi-award winning, scooping the Q Guild Award, Butcher Shop of the Year 2014, and Best Butcher in Wales 2012/2013.

Customer:  
**Edwards of Conwy**  
Award winning butcher shop  
in North Wales

Avery Berkel Dealer:  
**Scales Wales**

Requirement:  
**Upgrade scale system in line  
with major new refit**

Solution:  
**6 x Xt420 with large 13.3"  
touch screen displays**

Based in a converted bank, the store had a major refit during early 2014.

As part of the refurbishment project, Ieuan wanted to upgrade his existing Avery Berkel scale system. After seeing Avery's state of the art Xt system scales on display at EuroSHOP and Foodex exhibitions in 2014, Ieuan decided the Xt system scale was what Edwards of Conwy needed to push the business forward. He began working closely with Avery Berkel to ensure a smooth transition took place.

Six Xt420 scales with large 13.3 inch operator touch-screen displays were installed at Edwards of Conwy, supported by Avery Berkel approved dealer, Scales Wales.

The store took advantage of the large customer facing displays found on the Xt range, which allow users to upload advertisements and create unique cross-selling opportunities, alerting customers to other products available in store, which they may not have been aware of.

Flexibility was a key reason behind the choice of an Avery Berkel Xt; each scale is used in not only receipt and label modes, but also in cash control mode with cash drawer integration.

Full back office reporting and stock control was also utilised for complete visibility of store performance. Laura Baker, office manager, said: "The scales have made tracking our sales so much easier than before."

"The reliability of the previous Avery Berkel scales we have had over the last 25 years gives the company a good reputation. They look good and are well-built. The simple cassette printer allows for easy label and receipt paper removal and installation. Finally, the touchscreen menus are easy to use."  
*Ian Roberts of Scales Wales*

The team at Edwards of Conwy are really happy with the Xt range they have purchased – they are living up to Avery Berkel's reliable reputation.

"Since installation, we have been more than happy with the Avery Berkel solution, and the performance from the Xt scales. The user-friendly menu system means that staff can find products quickly by either tapping through the customised keyboards, searching the A-Z index, or by scanning the barcode. This all means we can serve customers quickly which is really important during our peak times."  
*Ieuan Edwards,*

As a result, Edwards of Conwy has seen increased efficiency and profit through the use of back office reporting, stock control and customer facing adverts – all made possible via the Xt range of Avery Berkel scales.

Contact Avery Berkel today

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