

# Olde Towne Country Store, Texas

## Economic, Professional Startup

**Starting a new retail business can be frightening. A leading cause of anxiety is information management, which factors into stock control, worry-free transactions, customer satisfaction and ultimately, profitability. For a startup grocery store, affordable counter scales that work seamlessly with existing POS systems minimize both the risk and the stress of day-to-day operations.**

When James and Jen Martin decided to open their own grocery store in Itasca, Texas, they had a plethora of things to consider. In a converted building located more than a dozen miles from the nearest supermarket, the Martins' vision was to offer a complete selection of fresh and packaged food products in a charming, old-fashioned venue. While their Olde Towne Country Store serves up all of the quaint, nostalgic charm of a vintage small town market, it operates with nothing less than the most up-to-date 21st century technological sophistication.



bPro Scale

### **Olde Town Country Store, Texas**

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The Perfect Combination

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Economy Without Compromise

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A Trusted Partnership

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**METTLER TOLEDO**



For the Martins, the purchase of weighing equipment for their store was one of their first decisions. It was critical that the scales would be reliable, easy-to-use, compatible with their POS system, and affordable for their startup venture. They investigated a variety of products and vendors, but rapidly came to the conclusion that one company – METTLER TOLEDO – stood above the rest for its product line, its service program and its responsiveness.

#### **The Perfect Combination**

From the outset, the Martins were impressed by the level of attention they received from METTLER TOLEDO. Despite being an admittedly small target, James says the company treated Olde Towne Country Store “as if it were a major player in the business.” Through consultation with their rep, the Martins decided on the bPro counter scale – an economical, versatile, professional weighing solution – and pur-



chased three of them for their new store. In the course of setting up their scales, the Martins received a tremendous amount of support from METTLER TOLEDO, which included learning to operate the software program, develop and design customized labels, update and load PLU information, and coordinate all of the devices to “talk” to their POS so that every transaction would be processed and tracked efficiently. As the Martins wrap up their first full month of operation, James says, “There hasn’t been a single hiccup – the bPro scales have performed flawlessly at every turn.”

#### **Economy Without Compromise**

For the pre-launch of their store, the Martins put two of their new bPro scales to work repackaging bulk-purchased product into retail packaging. The simple ease of PLU loading, light-touch keyboard and flexible label configuration ensured that the entire process was streamlined

and cost effective. Furthermore, the scale’s precise, programmable tare values helped eliminate any fear of incremental loss caused by fluctuating or erroneous empty container weights.

#### **A Trusted Partnership**

Years ago, while working at a grocery store in upstate New York, James Martin became acquainted with METTLER TOLEDO’s reputation for quality and service – but it wasn’t until he opened his very own store that he realized the extent and importance of his partnership with METTLER TOLEDO. The level of attention he received in the purchase, installation, training and operation of his counter scales helped instill an increased level of confidence that his business venture will survive and thrive – and, if success leads to expansion, James says he has no doubt that METTLER TOLEDO will be a big part of that growth as well.

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