Why You Need the PSC Magellan® 8500Ω

Even more than other retailers, Independent Grocers and Regional Chains will gain the greatest returns — from the greatest scanners ever made.

Don't be surprised when you discover that the performance and anti-shrink enhancements in the PSC 8500 give the Independent enough ROI to fund the whole Magellan.

Multiple choice: *(hint - they're all wrong)*

What's the most important factor for the independent grocer or regional chain?
   a) Higher margins
   b) Better shopper service
   c) Cost savings
   d) Keeping your best checkers

Of course all these answers incorrect since the obvious "All-of-the-above" is missing. So when you're upgrading your store with new scanner/scales, it's just as obvious to choose the one that delivers on all four of these critical requirements.

And that means selecting the PSC Magellan 8500 from your StoreNext dealer. For decades, the engineers at PSC have gone to work every day with a laser-focus on ways to make your store's front-end work faster and better. As the creators of the first supermarket scanner, the first "gateless" scanner and the first 360-degree scanner, matching innovations like these is no small feat. But just take a look at what they've done for you lately in today's Magellan 8500:

✓ *The All-Weighs™ Scale Platter* — could pay for your retrofit all by itself. Chances are, you're losing as much as 4% of your produce sales because so many weighed items hang over onto the counter or lean into the scanner window. As an independent, you probably rely more on your produce quality and margins than the big chains — but for every 1% of loss, even the smallest supermarket will lose $15,000 annually! But the Magellan's All-Weighs special one-piece 3D platter and special "Produce Rail" take all that money off the counter and puts it back on your bottom line. Where it belongs.

✓ *SurroundScan* — An uncompromising 64 scan lines surround every item to read the label first time — every time. In fact, it's the only scanner that takes in all *six* sides of a container — even the top of a box! And it does this with zero item repositioning by your cashier. That protects your staff from physical stress and injury and ensures plenty of cashier/shopper conversation and eye contact: but that's just what you'd expect when everything scans on the first try.

✓ *OmegaTek™* — That's just a clever marketing name for PSC's package of the latest leading-edge software and hardware innovations and tweaks that add up to dramatic performance advantages over all its competitors. So PSC gets the trademark, and you get the industry's fastest scanning speed as shoppers fly through your checkout. Fair enough.

✓ *FirstStrike™* — If that sounds aggressive, it is. FirstStrike is the special software packed inside every Magellan that magically pieces together separate reads of torn or folded bar codes, badly printed/smeared packages and other "nightmare" labels that your clerks tell you will never scan. Bring a few samples to the demo (but then you'll have to buy one just so your checkers will believe you…)

✓ *Lowest Total Cost of Ownership* — The Magellan 8500 earns its keep long after you install it. That's because it saves 77% or more of the power used by the nearest competitor. Plus with PSC's legendary reliability you'll also be saving from vanishingly low down-time and maintenance too.

Not only will the 8500's amazing performance restore your produce margins, delight your shoppers and save you money, but your staff will love the Magellan as much as you will. That positive attitude rubs off on shoppers, plus your best checkers won't want to work anywhere else; the difference is that great.

The Magellan 8500 is priced right too — about the same as the also-rans. And there's even a Magellan 8200 with many of the 8500's features but with five-sided scanning and a lower price.

Your StoreNext dealer will be happy to work out just how much money and time the Magellan 8500 will save you, your clerks and your shoppers.

Ωmega**Tek**™
PRODUCTIVITY TECHNOLOGY

FirstStrike™