

Ritchies Shows Off its New Concept in Carrum Downs.

Well what can I say, Ritchies have yet again opened a store that is easily the best independent in the country and quite possibly the world!

If there is a store to visit it has to be this one. Carrum Downs is a remote part of Melbourne half way from Dandenong to Frankston in an area set to explode with houses over the coming years.

Positioned on a very busy highway, ideal for their massive drive through bottle shop, this store should be an easy place to stop for the thousands of potential customers passing the door on a daily basis.

The design team at TRG have excelled themselves investing their own time and effort into this showcase store to build something that the industry has not seen before, but a model that will be repeated in many store developments into the future.

The major feature is the arcade of shops within the shop, housing Lenards, fresh fish, and two distinctly different delicatessen sections. Opposite this is what I believe will become the hottest new section in our stores into the future, the packaged delicatessen, distinctly different from the dairy case.

The pet super store is another innovation, something you would expect to see developed by Big W, Ritchies have again managed to develop a new concept in retailing and this area will gain customer support I am sure.

The Health Foods, and Health and Beauty also rate highly in the specialty department treatment. One unique feature of the store is the use of smell devices in the bread section as well as the coffee area; an interesting development.

All in all the pictures can't show what a magnificent large store this is. You'll just have to go and visit it.

John Markham

Store Feature

Ritchies IGA Group to Install Electronic Shelf Labelling

Australian retail technology company ILID has achieved a world's first in the development of electronic shelf labelling (ESL), securing a contract with Ritchies IGA to implement the ILID solution in all future stores nationwide. This contract puts ILID in the coveted position of being the only ESL company in the world to have moved a significant retailer beyond pilot phase or limited rollout.

Ritchies IGA supermarkets have been using the ILID technology in four stores since 2004. This extended contract will see a further 10 stores roll out the technology over the next two years with a commitment to implementing it in every Ritchies store in the longer term, both existing and new.

ILID's technology is a unique patented solution which updates prices on shelves using data transmitted by existing store lighting. This means that no significant transmission infrastructure needs to be added.

The Ritchies contract was negotiated jointly with Fujitsu Australia, which is acting as a non-exclusive distributor for ILID.

Commenting on the decision, Mal Cameron, Company Secretary, Ritchies said: "We chose the ILID solution because its leading edge technology that delivers operational efficiencies to our stores. Previously, we needed a team of staff to spend many hours manually updating paper price labels. Now all price updates can be done instantaneously."

Developed in Australia, ILID technology is used by retail companies around the world

ILID labels have a 10 year battery life, regardless of use, and are very robust and moisture-resistant to allow installation in refrigerators, freezers and other harsh environments.



DESIGNERS TO THE AWARD WINNING STORES

To find out how we can help you achieve success
Contact our office on 9802 0000 and ask for Ian Williamson or Peter Jones

THE RETAIL GROUP Pty. Ltd.

Retail Design Project Management Construction Documentation
Equipment Selection Fit-Out Services

631 High Street Rd. Mount Waverley Vic. 3149

Tel: 03 9802 0000 Fax: 03 9802 0055

Email: trg@theretailgroup.com.au



JOHN A. GORDON REFRIGERATION



John A Gordon Refrigeration distribute the Linde range of refrigerated merchandisers, as well as offering the most up to date refrigeration technology available.

Linde merchandisers are available in remote-Modular Line and the self-contained plug-in Compact Line.

JAG provides 24h/7d service.

87-91 Lambeck Drive
Tullamarine VIC 3043
TEL: 03 8336 1266

Refrigeration systems