# axino™

# CUSTOMER LOYALTY & FRESH FOOD SALES

**BE SURE THAT FOOD BOUGHT AT THE STORE, STAYS FRESH AT HOME**

We've all done it, we do our grocery shopping and plan out our meals for the coming days. So imagine when a customer buys their favourite fresh foods at their local grocery store for the next few days, and decides to cook at home. But after a long day, they stop by the pizza place joint around the corner. The steak will have to wait till tomorrow.

The following day, when preparing the steak dinner, the colour and quality of the steak looks off; it's not as fresh as it was yesterday when it was purchased. Frustrated, the customer considers shop at a completely different grocery store - resulting in a negative impact on customer experience and loyalty.

The Axino solution systematically identifies and addresses the root causes of food quality problems due to cooling, for instance by overfilling of a cooler or by improving defrost-cycle configuration. According to a McKinsey study, the impact of using such an approach is almost immediate: at one European food retailer, sales of fresh produce rose by as much as 24% in certain categories, and customer satisfaction and loyalty increased dramatically.

## Core Temperature Intelligence Highlights

- Customer perception of food prepared at home affects loyalty
- Prevent compromised food quality with Core Temperature Intelligence
- Increase customer loyalty & satisfaction
- Increase sales by up to 24%

## Core Temperature Intelligence Features

- Suitable for all food groups
- Plug-and-play, retrofit any refrigeration cabinet
- Minimal roll-out costs and fast ROI
- Independent of store power and network supply

*"Axino helps retailers gain customer loyalty with improved product quality and freshness - leveraging Core Temperature Intelligence (CTI)*

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A study from the University of Bremen, shows that shelf life of meat products was reduced by 30% for not maintaining the right product temperature in the cooler.
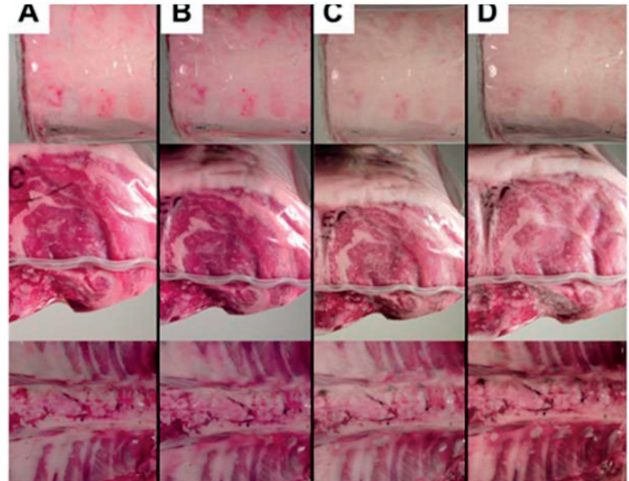
Image: Deterioration of food quality with suboptimal cooling, considering the fat layer, cut surface, and rib cage of lamb.
A: at 0hrs, B: +144hrs, C: +240hrs, D: +348hrs.
Source: University of Bremen

*The only solution with patented Core Temperature Intelligence*



SWISS MADE

### Reduce Waste
Protect inventory if equipment fails with 24/7 monitoring & real-time alarming

### Eliminate workload for quality checks
Free your team to serve customers while sensors do the QA work

### Stop quality loss
Ensure the highest quality with Core Temperature Intelligence (CTI)

### Save energy & maintenance costs
Increase efficiency by gaining full visibility into equipment performance

## ABOUT AXINO

Axino combines IoT sensor technology with patented AI algorithms to ensure freshness while reducing energy consumption. By digitizing and automating quality management process, we take the guess work out of food safety (HACCP) compliance. Learn more at www.axino.ai