

Edeka – Netto Marken Discount format in Germany

“Where the format was born, now the aim is to manage its state of maturity with technological efficiency and environmental responsibility.”

Germany, the homeland of the discount store, is characterised by its high commercial density and evident lack of attractive locations – in this saturated context, the response of Edeka, the renowned company at the head of the Bavarian Netto Marken-Discount, was therefore based on the basic aspects of modernisation, conversions and extensions of the existing outlets. This process was incorporated into two major components, namely, a commitment to eco-sustainable construction and technological innovation.

Netto Marken-Discount offers a comprehensive local supply nationwide with a selected mix of branded and private label items, regional products and reusable packaging drinks at discount prices. Week after week, more than 21 million customers shop in 4 304 branches nationwide, served by 84 000 employees. With a turnover of 15.8 billion euros (2022), the subsidiary of Edeka-Zentrale is one of the Top 3 in the German food discount market.

With more than 5 000 products, Netto offers the widest range of products among all food discounters in Germany. The focus is on fresh food such as fruit, vegetables, self-service meat and sausage products, dairy products and bread and baked goods. Another focus is on localised regional origin.



External view of a Netto Marken, where the displays are smaller and more rationalised than the stores of the parent company Edeka.

How was it done?

Among the most important innovations adopted by Netto, the 'recognition technology' stands out (in fruit and vegetables, with bulk references automatically recognised by a special photometric system) and

the 'self scanning' used with the smartphones of the same customers (Pick & Go Technology).

Recognition Technology is a system that uses artificial intelligence and vision to identify fresh products: this technological device saves time



Now a B-BBEE Level 4 contributor

Fully automated weigh, price, overwrap & labeling machine

Basic POS functionality & Fast Thermal printer

Colour Display, built in security features & Linerless

User Friendly & reliable. Fast Thermal Printer



Ishida UNI-3



Ishida WM-AI



Ishida UNI 9



Ishida UNI 5



CAS PDN Series

ISHIDA LINERLESS

UNI-3 & HANGING SCALES

- Ergonomically designed
- A neat, compact and modular scales system
- Easy to install and interface with other scales and wrappers
- The teflon coated mechanisms prevent the linerless paper adhesive from adhering to parts.
- The linerless label with zero backing paper enhances the environmentally friendly image and responsibility we strive for.
- Our Linerless paper have variable print lengths based on information quantity.

CONTACT US TODAY to discuss any weighing, labeling & barcoding applications or to arrange a FREE demonstration:



Hanging Scale front view



Ishida IG Series



enquiries@avocetsa.co.za

Tel: 0861 AVOCET (286238)

Website: www.avocetscales.co.za
or scan the above QR code

HEAD OFFICE - Tel: (011) 392 3781
JOHANNESBURG NORTH - Tel: (011) 794 3643
JOHANNESBURG SOUTH - Tel: (011) 613 5838
PORT ELIZABETH - Tel: (011) 613 5838

GEORGE - Tel: (044) 698 1696
CAPE TOWN - Tel: (021) 982 7321
DURBAN - Tel: (031) 701 5225
NELSPRUIT - Tel: (071) 683 1285

BLOEMFONTEIN - Tel: (051) 430 1198
EAST LONDON - Tel: (043) 726 7541
POLOKWANE - Tel: (015) 293 2013



in the usual operations of recognition and handling at checkouts, prevents theft and reduces the need to wrap and label individual fruit and vegetables. This technology results in great time savings for both the Netto staff and the consumers.

With the opening of the Pick & Go branch in Munich-Schwabing, Netto Marken-Discount was the first discounter worldwide to make autonomous shopping possible without checkout processes or item scanning. When entering the branch, customers simply check in using a QR code. They then place the products they want directly in their own shopping bag. After scanning the QR code again, they leave the branch through an express exit. The purchase amount is automatically paid using the payment method stored in the net app.

This pilot project was made possible by sensors and mini-PCs on the shelves and in the ceiling. The removed products are recorded and assigned to the respective customers. With this pilot project, Netto Marken-Discount is accommodating all those customers who want a faster and more modern shopping experience. The hybrid concept of the Munich innovation branch also made it possible for less smartphone-savvy customers to shop at the checkout as usual.

Image courtesies of Ronald Rampsch, cio.de



Image courtesy of Philipp Klöckner, Netto



Above: Image courtesy of Philipp Klöckner, Netto.
Below: Eziz Nurmuhamedov, Netto Marken-Discount

What makes Edeka different?



The German discount retailer has set its own future by detaching itself from quantitative imitation (detrimental to healthy and lasting growth) and finalising all its potential in the qualitative exclusivity of efficiency projects.

In addition to this, it has made a public commitment towards eco-sustainable conduct and energy savings. Edeka has come up with a transparent commercial proposal, based on four

“ Netto Marken-Discount was the first discounter worldwide to make autonomous shopping possible without checkout processes or item scanning. When entering the branch, customers simply check in using a QR code. ”

Image courtesy of Marc Stemerding, Netto Marken-Discount



symbols and wordings (since June 2021) on the products displayed on the shelf, so as to highlight, despite any commercial risk, a reliable level of compatibility with the sensitive issue of respect towards the environment.



Acrow focuses on excellent initial and after-sales service. All Acrow products are in component form for self-assembly or supplied as part of Acrow's professional design & installation service. With a wide range of options and components, all Acrow systems can be tailor-made to meet your precise needs.



New ideas in the Design, Manufacture & Supply of reliable & efficient storage, materials handling & construction solutions.



Wire Products & Accessories

Racking & Shelving

- Shelving for Retail and Wholesale
- Static pallet
- Mobile racking solutions
- Mezzanine floors and structures
- Cantilever systems
- Live pallet and Live carton
- Scaffolding and Formwork



Mobile Racking



Wholesale Shelving



Drive-in Racking



Cantilever Racking



Pallet Flow Racking

Johannesburg
+27 11 824 1527

Cape Town
+27 21 905 0500

KwaZulu Natal
+27 84 845 7262
+27 82 719 1196

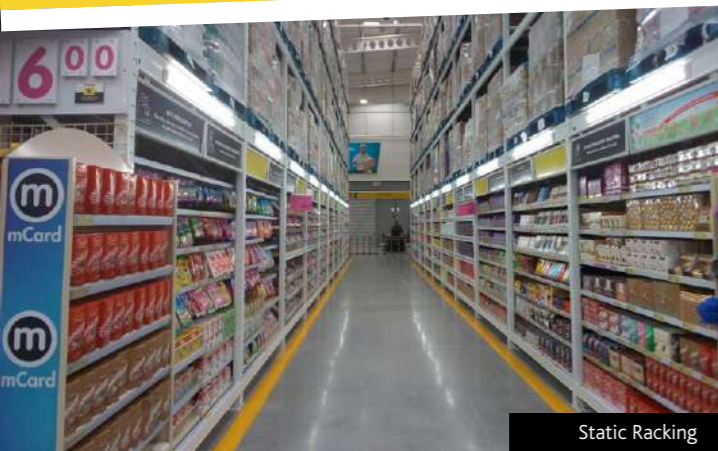
Warwick UK
+44 07841 391 421

Italy
+39 0124 418112

Zambia
+27 79 968 6252

08600 ACROW
info@acrow.co.za
www.acrow.co.za

HEAD OFFICE
37 Dekema Road, Wadeville, Germiston
P O Box 14217, Wadeville, 1422



Static Racking



In-store Fridge Racking & Shelving



Retail Shelving

Inset:
In-rack
Wire
Baskets



Freezer Racking



The Chartered Institute of
Logistics & Transport
South Africa

The phrases that accompany the products on the counters read as follows ...

- For greater biodiversity
- For greater asset protection
- For better protection of water resources
- For better climate protection.

Netto Marken-Discount provides qualified and customer-oriented local supply throughout Germany. The company also knows how to set trends in terms of sustainability: when it comes to drinks, Netto has the largest environmentally friendly reusable range of all German discounters. In addition, the company is one of the most important retailers of organic food in Germany and is constantly expanding its regional product range.

Their own brand, BioBio, plays an important role in the Netto product range. Based on current customer trends, Netto is continuously revising its BioBio range and thus strengthening its food expertise.

Netto Marken-Discount also supports many local farms throughout Germany on a permanent basis. The food discounter has been committed to a more sustainable product range since 2008. All products in the range are sold with a surcharge of 10 cents. This donation allowance is distributed without deductions to the participating farmers in Germany. With the purchase of an item from this range, Netto customers have the opportunity to support local agriculture together with Netto Marken-Discount.



Image courtesy of de.foursquare.com

Image courtesy of Kevin B. Netto

Sustainability and acceptance of responsibility are part of the lived Netto corporate culture.

Netto Marken-Discount has been involved in numerous initiatives over the years ...

- Since 2012, Netto has been a partner of the "RTL Foundation – We Help Children" and supports national and international children's aid projects with customer and corporate donations.

- Since 2015, as part of its partnership with the WWF, Netto has been committed to sustainability, environmental protection and resource conservation in order to further reduce its own ecological footprint.

- Netto donation initiative: Netto works with its customers to help socially disadvantaged children in Germany. With the Netto donation

initiative, Netto enables its customers to support various aid organisations over the course of the year with their rounded-up cash amounts and deposit vouchers. With the words "simply round up" the purchase sum is increased to the next 10 cent amount during the payment process at the tills and the difference is donated to the donation partner. Netto also gives its customers the opportunity to support the social project with their bottle deposit.

- With the popular Tabaluga product range, Netto offers its customers a strong, varied range for kids: from crunchy fruit and vegetables to fruity drinks and child-friendly drugstore items. Netto supports the Peter Maffay Foundation from part of the proceeds from the Tabaluga exclusive brand products.

Image courtesy of Netto Marken-Discount



Image courtesy of Ingo Hilger, lebensmittelpraxis.de



Image courtesy of Marc Stemerding, Netto Marken-Discount



Image courtesy of de.foursquare.com

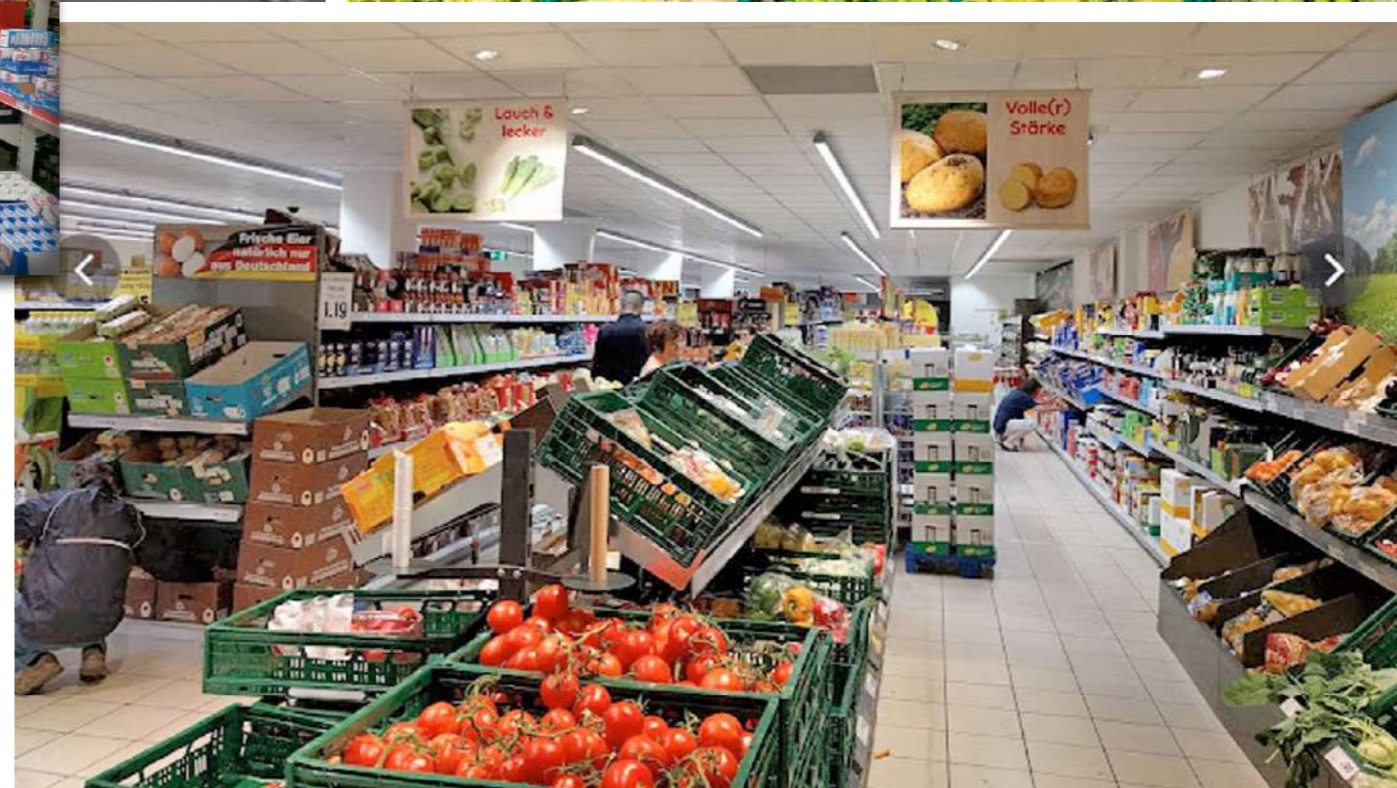


Image courtesy of Marc Stemerding, Netto Marken-Discount



We are **MicroThumbs** a national Microgreen farming network!

We have more than **20 farms** across the country and are rapidly expanding.

We sell Farms, Fresh Produce and Products!

[Find out more about us](#)



[Click here to apply](#)
Start Your Own
Microgreens Business
with Microthumbs Farm



SUPER FOOD!!!
#MICROYUM

CONTAINS UP TO
40x
MORE NUTRIENTS
THAN VEGETABLES

Join the **MicroThumbs** revolution today and enjoy the freshest and healthiest microgreens around

We supply fresh, nutritious microgreens to Home Users, and the Retail and Hospitality Industry!

sales@microtumbs.co.za
062 807 2689

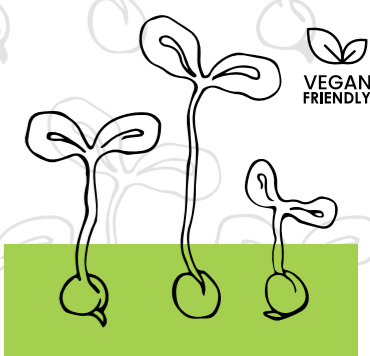


Discover the Flavorful World of Fresh Microgreens - [Shop Now!](#)



MICROTHUMBS
PESTO

CHUNKY OR SMOOTH



#TASTESLIKEMORE

Upgrade your pesto game and indulge in a nutrient-packed delight with our Microgreen Pesto, The delicious alternative to traditional pesto and perfect addition to everyday meals.

"MicroThumbs pesto is so versatile and works in a variety of dishes. Its fresh, Zesty and most of all tasty!"

Master Chef SA Winner - Roxi Wardman

MICROGREEN PESTO RECIPES WITH A ROXI TWIST



Zesty pesto Sirloin



Sweetcorn Benedict

Satisfy & revitalize your taste buds with a burst of flavor!

[Order your Microgreen Pesto now](#)

Management's commitment



Claas Meineke, member of the Executive Board as well as Director of Sales & Marketing at Edeka Zentrale, declares with in the annual report the firm's ambition ...

"We want customers to follow us on our journey, we intend to generate enthusiasm for 'sustainable consumption' across all channels."

On the corporate strategy, he then adds the determination to profitably reconcile 'digital transformation' and 'core business'.

"It is now necessary to do so, promoting those ideas that increase the level of digitisation in our way of distributing, constantly reviewing the way we do things. Very significant examples are solutions such as those already adopted in 'loyalty' programs (Edeka App) and those related to the technologies now in use at checkout barriers."

As for the delicate issue of social responsibility, Meineke is even clearer ... "The Edeka Group is an integral part of society, therefore it strongly wishes it to be clean. All this faithfully reflects the corporate DNA. After all, all this is very evident in the 'design' of the products, in the choice of 'locations', in the infrastructures and above all in the contribution to social cohesion made by the cooperative of independent entrepreneurs which is under the umbrella of Edeka."



Markus Mosa, between 2001 and 2007, was Chief Executive Officer of Netto Marken Discount (a brand that has been part of Edeka since 2005); the manager now holds the important role of Chairman of the Board

of Directors in Edeka Zentrale, but has always a particular regard for Netto and his connection with Edeka.

"Our creed (both in Edeka and in Netto) consists in seizing opportunities, expressing potential, focusing on 'strengths' and above all thinking about things in new ways. This is how we have continued to grow, even during the pandemic."

Mosa goes further and mentions the main 'fear' of these times, the one that risks halting the continuation of growth – inflation.

"The inflation phenomenon is forcing many people to weigh every penny, which is why it becomes extremely dangerous when the industry tries to ride the wave with the aim of maximising profits. As distributors, we take the role of 'consumer advocates' very seriously, with particular regard to the concept of 'proportionality' – food cannot be allowed to become a luxury good!"

Exclusivity inspired by technology and the courage to apply certain innovations and a moderate approach to managing the price race, according to a responsibly respectful environment are the main ingredients, identified by this German brand, to face the future of the discount store. **SR**



Image courtesy of verbund.edeka

Edeka and Netto have partnered with Apeel before, previously launching Apeel's avocados at selected stores at the end of 2019. Oranges and clementines were the next fruits to follow the avocado pilot project. In the future, Apeel's plant-based protective coating will ensure longer-lasting freshness of Edeka World Wildlife Fund oranges and clementines.



With currently more than 400 BioBio articles, Netto is one of the largest organic retailers in Germany and enables certified organic enjoyment regardless of the available household budget.

Image courtesy of m.andnowuknow.com



Hippo Zourides, serial entrepreneur and corporate leader, has been involved in the food trade for over four decades and consults to corporates, large, medium and small enterprises on a variety of management and restructuring skills, including the latest ESG requirements.



SG Consumers Vision

to be the logistics partner of choice within the markets we operate in



BBBEE level 2



Network modelling



Warehousing in all major metropolitan areas



ISO, FSA and SAHPRA accreditations



Primary and secondary distribution



End to end supply chain visibility through bespoke technology



Transparent scorecards



End to end IT Integration between a variety of ERP systems



+27 (0) 11 387 3791



www.supergroup.co.za

