

A&P CASE STUDY

Introduction to A&P

With more than 300 stores—including Food Basics, The Food Emporium, Best Cellars, Pathmark, SuperFresh and Waldbaum’s—comprising its operations, The Great Atlantic & Pacific Tea Company has been a trusted source of fresh, high-quality food since 1859. Today one of the Northeast’s largest grocery companies, the Great Atlantic & Pacific Tea Company, also known as “A&P,” still works at the neighborhood level alongside local growers, bakers and manufacturers to meet the needs of families living in the Northeast through conventional supermarkets, combination food and drug stores and limited assortment food stores. Supermarket News ranked A&P in its 2021 list of “Top 75 Food Retailers and Wholesalers,” based on 2012 estimated sales of \$6.7 billion. Headquartered in Montvale, New Jersey, The Great Atlantic & Pacific Tea Company is a privately held company with approximately 34,000 associates in six states.

On-going Cubing Challenges

According to Director of Visual Merchandising and Space Optimization, Vincent Nolan, A&P determined it needed to increase measurement and weighing accuracy for all its irregular-shaped inventory items. A more precise and consistent dimensioning system would be critical in creating accurate planograms, enabling better allocation of shelf-space for highturnover, high-margin products.

Quick Solutions for Odd-shaped Problems

A&P purchased a CubiScan 125 and in one year collected dimensions on over 32,000 retail products. Captured data was fed to the company’s item master file as well as its planogram software. The CubiScan was initially placed in two stores to collect a broad range of data. Later it was relocated to company headquarters to be a first step in the new-item acceptance process.

Prior to using the CubiScan A&P struggled with dimensional accuracy. End of year comparisons between manual measurement of inventory items and CubiScan automation estimated savings of over \$125,000. Additional benefits included increased accuracy and consistency. The CubiScan helped A&P solve space utilization problems while increasing productivity and planogram-derived profitability.



The CubiScan 125 Strengths

Combining sophisticated sensing technologies, the CubiScan 125 dimensioning system is designed to provide an adaptable and economic solution for today's most challenging cubing and weighing needs. This small static cubing system has the capacity, using infrared sensing technology and ultrasound sensors, to accurately measure irregularly-shaped components as well as boxed items, in one portable device. The 125 is able to measure small and odd-shaped pieces as well as apparel, bagged items, clam shells, and other irregular-packaged objects.

From improving storage-space planning to carton selection and more, the CubiScan 125 is well suited for a wide range of industries and applications. In addition to serving the consumer goods market, like A&P, the CubiScan 125 is useful in the health and beauty industries, retail, hardware, pharmaceuticals and more.

