



Adam Equipment Scale
Helps Family Owned Shop
Enjoy Sweet Success

AZextra Simplifies Candy Weighing at Roobertin Herkku



<http://www.roobertinherkku.fi/>

Roobertin Herkku is a family-owned candy shop based in the Punavuori-district of Helsinki, Finland. It was originally opened by Helinä in 1963. They use the AZextra scale to weigh about 50 bags of candy every day.

When sisters Marri and Marja Koskela reopened their grandmother's candy shop Roobertin Herrku, they needed a fast, cheap and legal way to weigh and price the candy sold in the store.

Challenges

Roobertin Herkku is a family owned shop, they needed a product that was easy to use because they could not spend a lot of time training. The product had to be affordable since they did not have the funds of a large corporation to back them up. Despite this, the scale also had to be versatile enough to weigh an ever widening selection of candy and chocolate, and to switch between prices without holding up the line.

It was important to get a scale with trade approval, as that would lend added legitimacy to the their business.

How the AZextra Helped

The scale is affordable and easy to use, which is perfect for the small, family-owned sweets shop, and can handle the volume of orders that come in every day. Its simple design and colour coded keys ensure a fast operation for more satisfied customers.

The AZextra is legal for trade, ensuring that Roobertin Herkku continues to foster the trust between them and their customers. It also makes changing unit prices easy and fast, thanks to PLUs that can store up to 103 products, a great asset for a candy shop such as Roobertin Herkku, which boasts of a very extensive selection of products. “The price was good, the design simple enough and it is easy to use. We use it to weigh about 50 bags of candy every day.”

Time, date, weight, unit price and total cost transmit easily to printers, allowing the store to keep records, track orders, and perform purchasing and inventory tasks. The preset tare function speeds up transactions where the same bags are used to weigh different candy, as does the zero tracking.

Small Business, Big Heart

When Martti and Marja decided to reopen the shop, they weren't sure it would be profitable. But thanks to a great entrepreneurial spirit, amazing selection, the AZextra and family love infused in the business, the colourful location has attracted a lot of attention on various blogs, local guides and even from the show Travel Man thanks to great reviews and enthusiasm from both owners and customers. Learn more about Roobertin Herkku on their website, and follow them on social media to see beautiful pictures of their products. For more information on Roobertin Herkku, visit www.roobertinherkku.fi.

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Adam Equipment is a family business as well, and is thrilled to have provided the ideal weighing solution to the trendy shop. For more than 45 years, Adam Equipment has designed and manufactured precision balances and scales for professionals worldwide in the laboratory, medical, education, industrial, food, animal/veterinary and jewelry markets. Adam is committed to offering an extensive selection of weighing equipment with best-in-class value. Headquartered in the United Kingdom, the company has strategically established offices in the United States, South Africa, Australia, Germany and China to provide product support and speedy delivery.

For more information on AZextra, visit www.adamequipment.co.uk/azextra.



AZextra measuring a bag of sweets

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www.adamequipment.com