Maximize sales, associate productivity and the customer experience in your dispensary with Zebra's industry-leading retail technologies

Is your dispensary ready for the explosive growth of the future?

The cannabis industry is exploding, expected to grow 7x from $28 billion in 2021 to $197 billion in 2028 — a meteoric 32% per year.[1] Whether you have one dispensary or a chain of dispensaries, or whether you sell cannabis for medical use or personal consumption, one thing is certain: your business is going to grow. That means more customers — and more competition. Your store systems need to be ready for the increase in business — and you need to provide a level of service that will set your store apart from the competition.

When customers walk in, they have the same high expectations they have in any retail store they frequent. They expect to find the products they want in stock, ready to buy. They expect a great customer experience, with store associates that can answer any question and address any need, locate the products they want to buy and quickly ring up purchases. And that will require instant access to the right information — and retail technologies you can depend on to perform, day in and day out.

With Zebra's business-class retail technologies, you can do it all.

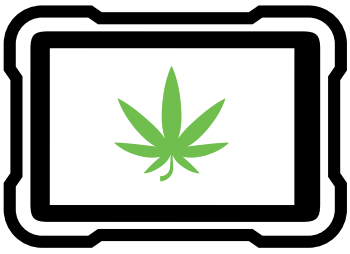
Do you know where and how technology can improve your day-to-day dispensary operations?

Chances are you're already using technology in your Point of Sale (POS) to automate checkout. But if you're not using the right technology, the checkout experience isn't likely to meet the expectations of your customers — or your associates.

Beyond the POS, there are so many other opportunities to automate and error-proof store operations — and empower your store associates to deliver the best in customer service. For example, what if you could...

Take accurate inventory in real time to prevent out of stocks

Process incoming shipments in minutes to ensure that what you ordered is what you received



Automatically provide store associates with complementary items to present to a customer, based on their purchases

Instantly and accurately validate customer age before ringing up the purchase

Complete loyalty program applications automatically

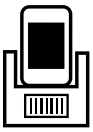
Enable any worker in your store to reach any other worker or manager — regardless of whether they are in the store or out running an errand

Leverage today's technologies to improve efficiency, inventory visibility, the customer experience — and sales

When you partner with Zebra Technologies, you get an industry leader with a broad portfolio of products that can improve virtually every aspect of your operations — from the back room to the point of purchase.

ID verification and check-in

Eliminate long lines and increase compliance by scanning IDs at the door. With a quick scan of a customer's identification card, your door security or receptionist can instantly verify age to help prevent minors from shopping at your dispensary. And customer ID data can be securely captured and integrated with your point of sale, as permitted by your local regulations.



Point of Sale

Point of Sale solutions offer fast and convenient checkout options. You can choose the product mix that's right for your environment. For example, you can add a barcode scanner to your current POS technology or deploy a complete business class POS that is purpose built to meet the unique needs of retail — such as a barcode scanner, a tablet and a receipt and barcode label printer. Seamlessly integrate a leading payment solution to give your customers a familiar and trustworthy in-store payment experience, whether it's a cash or cashless transaction. And when your staff is scanning items at the point of purchase, you'll get the real-time data needed to manage consumer purchase limits and better manage inventory.

With leading technology in your POS, you'll never keep a customer waiting. Budtenders can easily handle any and every checkout transaction need — from scanning a tiny barcode label on a tincture bottle to capturing a customer's physical or mobile electronic loyalty card — and verifying age. If you're required to keep documentation for medical patients, a budtender can scan a medical card and photograph other documents.

Loyalty programs

Since cannabis dispensaries face strict regulations when it comes to advertising, customer loyalty programs are a key marketing vehicle. Today's customer expects a loyalty program, such as points per dollar programs. At the point of sale, staff can scan a customer's loyalty card (physical or mobile electronic) to identify the customer, look up any available points and apply points as desired. And new customers can be added to your loyalty program in seconds — a quick scan of an ID card or driver's license can auto-populate an application form, eliminate the hassle of paper forms and the time-consuming manual entry of that data.

Get the tools you need to make running your store even easier — and give your customers the in-store experience they expect in a retail store.

Express pickup/order ahead

Some dispensaries allow customers to place orders ahead of time and conveniently pick up their order at the curb, a to-go window or counter. Equipping your staff with the right technology streamlines order fulfillment. Store associates can pick and complete orders quickly, so they are ready and waiting when customers arrive. And a quick scan of the confirmation barcode enables identification of the right order.

Floating sales staff and assisted selling

When budtenders can move throughout the sales floor, they can provide customers with fast service and a personalized guided experience. For example, as customers browse display cases, they can place orders with a floating budtender who's equipped with a tablet and scanner. The order summary can either be printed with a mobile receipt printer, sent directly to the POS linked to the customer account or sent to a customer's phone. Orders are then fulfilled, with payment completed either in-aisle or at the POS.

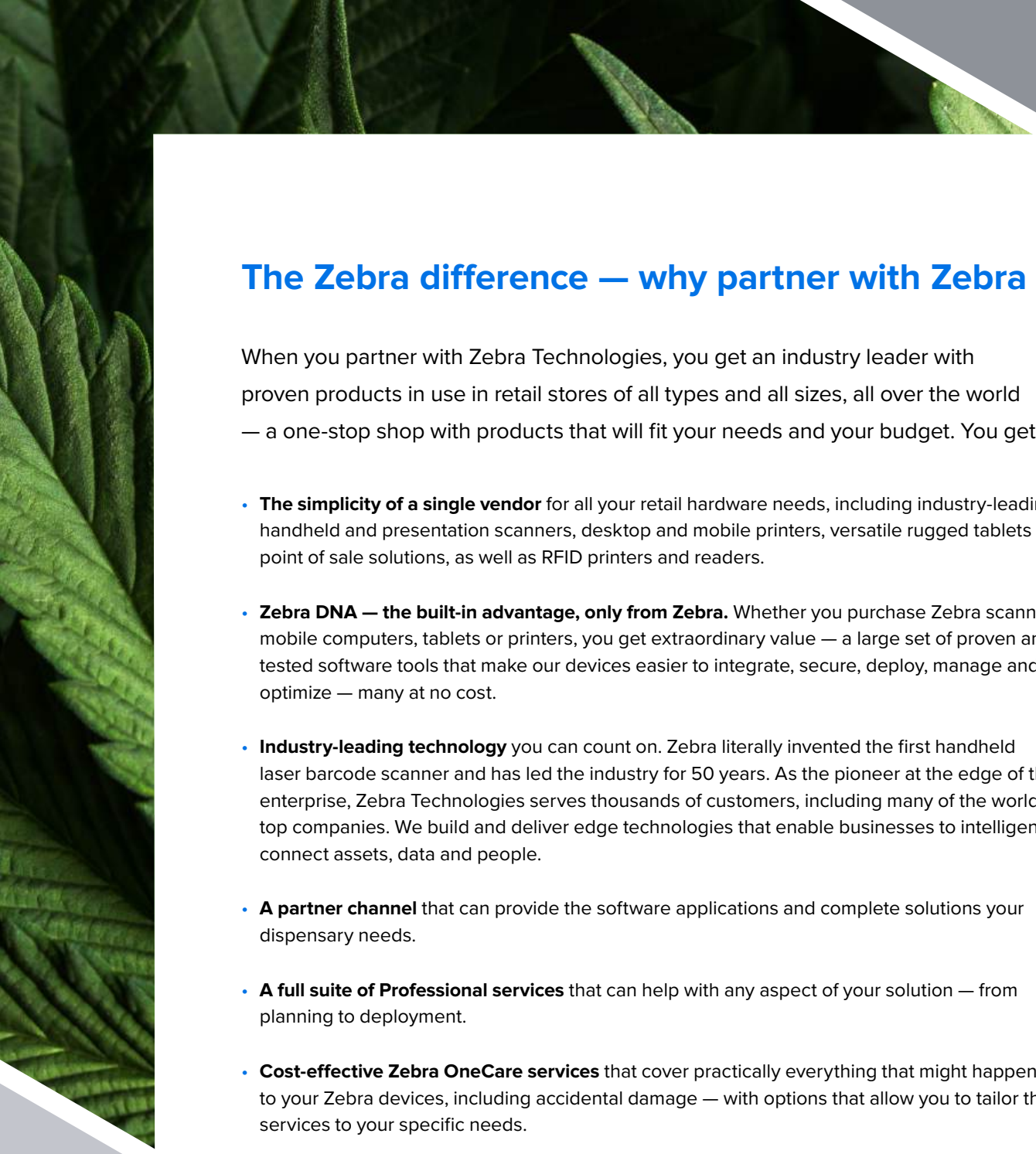
Inventory management

To keep customers happy, you need to know how much product you have, where it is — and when it's time to reorder. Trying to manage inventory by hand is not only time-consuming, but prone to human error — which can inadvertently impact your compliance with industry regulations. With the right device, staff can easily scan package tags and SKUs throughout your operations — upon receipt from a vendor, as it's placed into inventory, moved from the backroom to the sales floor and then purchased by a customer.

The result is real-time inventory visibility. You'll always know where your inventory is, how much you have on hand, what's selling well — and what's not selling well. Visibility into trends will ensure the purchase of the products your customers want to buy. And the efficiency of scanning enables more regular inventory counts and audits — critical for managing internal theft and accurate reporting to state tracking systems.

RFID-enabled inventory management

Larger operations may choose to implement RFID technology to take item-level tracking and automation to the next level. RFID tags can be printed with an RFID printer and attached to packaged products. RFID readers can read thousands of item tags in minutes and do not need a physical line of sight. As a result, your employees can read all shelves, pallets, even an entire room in minutes — significantly reducing labor expenses while providing item-level tracking. And fixed readers can automatically track the movement of RFID-tagged inventory as it travels through your store, from arrival to storage shelves in the back room to displays in the front of store and out the door after it is purchased.



The Zebra difference — why partner with Zebra

When you partner with Zebra Technologies, you get an industry leader with proven products in use in retail stores of all types and all sizes, all over the world — a one-stop shop with products that will fit your needs and your budget. You get:

- **The simplicity of a single vendor** for all your retail hardware needs, including industry-leading handheld and presentation scanners, desktop and mobile printers, versatile rugged tablets and point of sale solutions, as well as RFID printers and readers.
- **Zebra DNA — the built-in advantage, only from Zebra.** Whether you purchase Zebra scanners, mobile computers, tablets or printers, you get extraordinary value — a large set of proven and tested software tools that make our devices easier to integrate, secure, deploy, manage and optimize — many at no cost.
- **Industry-leading technology** you can count on. Zebra literally invented the first handheld laser barcode scanner and has led the industry for 50 years. As the pioneer at the edge of the enterprise, Zebra Technologies serves thousands of customers, including many of the world's top companies. We build and deliver edge technologies that enable businesses to intelligently connect assets, data and people.
- **A partner channel** that can provide the software applications and complete solutions your dispensary needs.
- **A full suite of Professional services** that can help with any aspect of your solution — from planning to deployment.
- **Cost-effective Zebra OneCare services** that cover practically everything that might happen to your Zebra devices, including accidental damage — with options that allow you to tailor the services to your specific needs.

Take the success of your dispensary to the next level with Zebra. To get started today, please visit www.zebra.com/products

The Zebra Cannabis solution portfolio

Recommended Zebra products for cannabis dispensaries

Zebra offers everything you need to streamline and enable new time-saving processes in your dispensary — including Point of Sale solutions, scanners, tablets, mobile computers, label and receipt printers, and even RFID. And all of our retail solutions offer an industrial design that delivers reliable all-day every day operation, consumer styling that's at home throughout your store — including customer facing areas, plus ergonomics your associates will appreciate, providing all-day comfort and easy, intuitive operation.

SCANNERS

CS60 Series Companion Scanner
Ultra-versatile, pocketable companion scanner
Used for: Point of Sale (counter and mobile), inventory management

DS2200 Series Handheld Scanner
Affordability and simplicity delivered
Used for: Point of Sale (counter), inventory management

DS9300 Series Hands-free Scanner
Compact presentation scanner with big functionality
Used for: Point of Sale (counter), age verification

TABLETS

ET40/ET45 Rugged Enterprise Tablets
Right-priced tablets built for retail
Used for: Point of Sale (counter and mobile), assisted selling, age verification

PRINTERS

ZSB Series Label Printer
The label printer that just works
Used for: Printing price labels, shelf labels, shipping labels

ZD200 Series Desktop Printer
Reliable, quality 4-inch desktop printer
Used for: Printing receipts and labels

ZQ300 Series Mobile Printer
Big business value at an affordable price
Used for: Mobile receipt printing, label printing

RFID

RFD40 UHF RFID Sleds
Add high performance, future-proof RFID to your mobile devices
Used for: Inventory cycle counting, audits, item location

FX7500 Fixed RFID Reader
Advanced fixed RFID for business-class environments
Used for: Enabling asset visibility throughout your dispensary

ZD611R/ZD621R RFID Desktop Printer
Premium RFID printing/encoding
Used for: In-store tagging

Why choose Zebra's enterprise-class products over consumer products?

Consumer-grade tablets or low cost scanners and printers might appear to be the most cost-effective option for your dispensary operations because the price is right. But without the right features, savings can quickly turn into substantial hidden costs. For example, devices fail with frequent bumps and drops — and you'll end up purchasing frequent replacement devices. The short lifecycle of consumer devices will force you to juggle multiple models — making things even more complicated. With a consumer tablet or phone, you'll be forced to upgrade on the vendor's schedule, not yours. And low cost scanners typically lack the technology and performance needed to scan challenging barcodes that are damaged, dirty, scratched or poorly printed — and may not offer the service, support and warranty coverage you need. In fact, the average consumer-grade tablet and mobile computer cost 2.5x more in lost workforce productivity and IT support costs.[2] And the device total cost of ownership (TCO) for consumer mobile computers and tablets is nearly double — so the consumer device that looks less expensive will actually cost twice as much over a five year period.[2]

1. Cannabis/Marijuana Market Size, Share and COVID-19 Impact Analysis, By Type (Flowers/Buds and Concentrates), By Application (Medical, Recreational (Edibles and Topicals), and Industrial Hemp), and Regional Forecast, 2021 – 2028; Fortune Business Insights; November 2021; https://www.fortunebusinessinsights.com/industry-reports/cannabis-marijuana-market-100219

2. Enterprise Mobility Total Cost of Ownership; From the Expected to the Unexpected: Uncovering the True Costs of Mobile Solutions for Frontline Mobile Workers; VDC Research, 2021

POS Remarketing Group
1059 N. Old Rand Rd, Wauconda, Illinois, 60084, United States
http://www.posrg.com
866-462-1005

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2022 Zebra Technologies Corp. and/or its affiliates. 08/16/2022.