leafio
RETAIL AI SOLUTIONS

CASE STUDY

DISTRIBUTOR

Papaellinas Group

How LEAFIO Connects a 300+ Brand Distributor with Retail Partners



70%
Tasks Automated

100%
Planogram digitalized

838
Stores

700
SKUs

Leading
Distributor

KEY FACTS

A major Cyprus-based distributor of pharmaceuticals, cosmetics, and consumer goods. C.A. Papaellinas Group is the official distributor of more than 300 brands, serving about 1,100 customers in three formats: hypermarkets, supermarkets, and grocery stores.

Vertical:
Distributor

700
Items

838
Locations



CHALLENGES PAPAELLINAS GROUP FACED BEFORE THE IMPLEMENTATION

- Traditional communication methods can lead to delays or miscommunication about key details like availability and pricing.
- Poor coordination increases the risk of bottlenecks, affecting retailer relationships and customer satisfaction.
- Delays in updates can result in missed opportunities or excess stock, impacting profitability.
- Lack of real-time updates hinders tracking and decision-making.
- Outdated planograms and limited feedback can lead to issues with product placements and branding.

BUSINESS PROCESS CHANGES

Centralized Platform

LEAFIO's merchandising automation software provides a centralized hub for managing all aspects of planogram tasks, including product placement, shelf layouts, and promotional displays. By consolidating information in one place, the distributor can ensure that relevant stakeholders have access to up-to-date data, fostering transparency and collaboration.

Real-time Updates

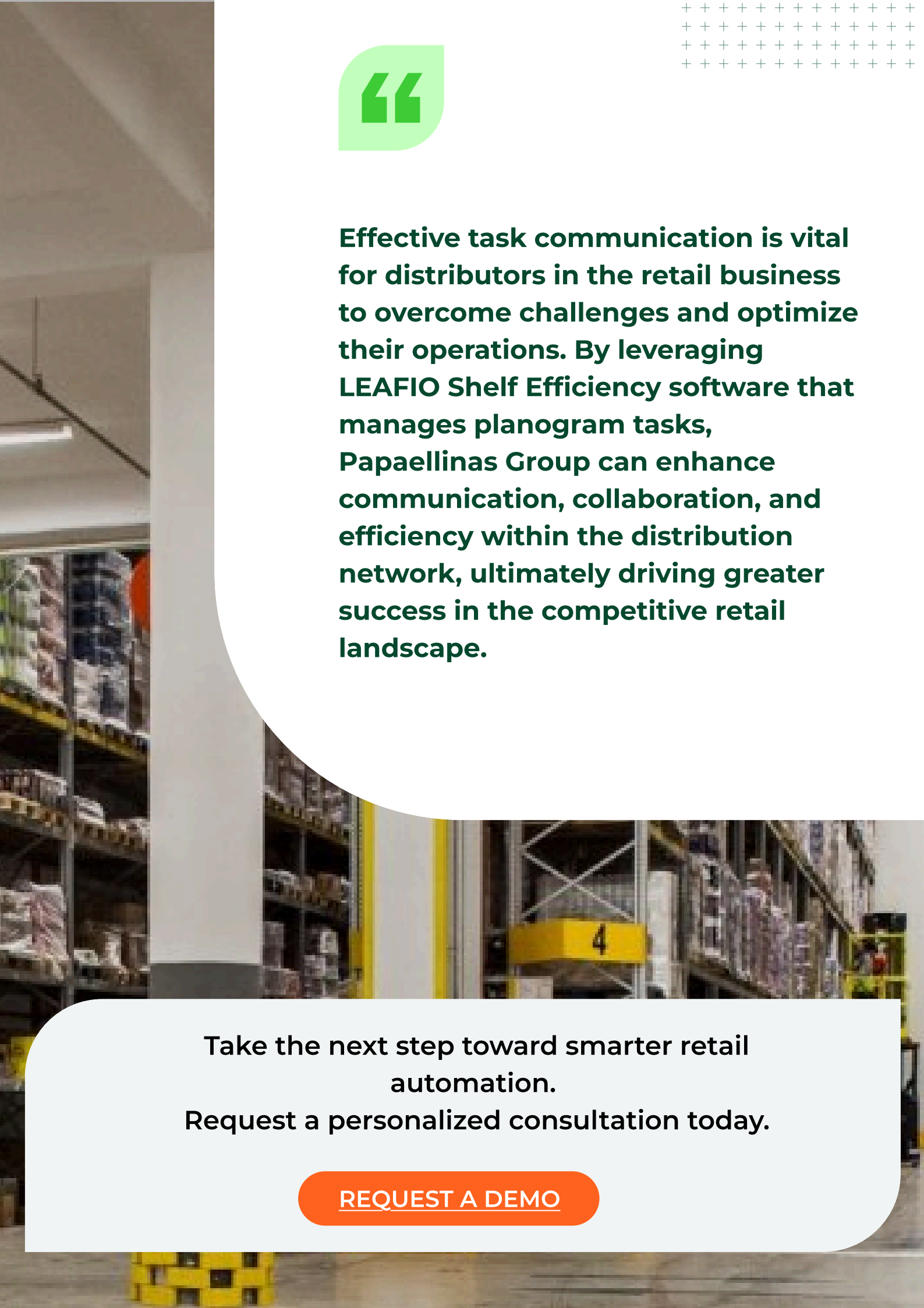
With built-in communication features, such as instant messaging or notification systems, LEAFIO's planogram management software facilitates real-time communication between the distributor, retailers, and other partners. This enables swift decision-making and allows for timely adjustments to planograms based on changing market conditions or consumer preferences.

Task Automation

LEAFIO Shelf Efficiency offers automation capabilities, streamlining repetitive tasks and reducing the risk of human error. By automating processes such as planogram generation or shelf auditing, distributors can free up valuable time and resources to focus on strategic initiatives, and use the outcomes of such planogram audits in negotiation with their partners.

Digitalization

By digitizing planograms and embracing technological advancements, the distributor enhances efficiency and agility in merchandising operations.



Effective task communication is vital for distributors in the retail business to overcome challenges and optimize their operations. By leveraging LEAFIO Shelf Efficiency software that manages planogram tasks, Papaellinas Group can enhance communication, collaboration, and efficiency within the distribution network, ultimately driving greater success in the competitive retail landscape.

Take the next step toward smarter retail automation.
Request a personalized consultation today.

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