



# From receiving to the sales floor up to 3x faster

How Green Cross Cannabis Emporium is removing a retail bottleneck with Retail ID

## The challenge

### Thousands of units can mean days of relabeling

Green Cross receives deliveries that can include thousands of units. For products without Retail ID, staff often need to print and apply an additional barcode to every unit before stocking it.

With no dedicated labeling team, that work happens between serving customers. While labeling 100 units takes roughly 10–20 minutes of hands-on time, larger deliveries can take a day or two to fully label during normal store operations.

For a retailer focused on the customer experience, that's time employees could otherwise spend helping customers, and inventory waiting to reach the sales floor.

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"Because this task has to be done around customer flow during our normal operational hours, large deliveries can often take a day or two before all received products are fully labeled."

Mike Kettler  
Retail Director, Green Cross Cannabis Emporium

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## Time saved with Retail ID



**20 minutes**  
saved per 100 units



**2 hours**  
saved per typical 4  
package delivery



**3x faster**  
estimated overall  
process with Retail ID

## The solution

### Removing the extra step

With Retail ID, Green Cross's receiving process stays largely the same, with one time intensive step removed.

Staff still count and stock inventory, but instead of manually generating, printing, and applying an additional barcode, they import the Retail ID information into their existing Dutchie POS workflow.

No major workflow changes, no new SOP, and most importantly, no stickering.

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"The vast majority of the time savings comes from not having to sticker the product before stocking it."

Mike Kettler  
Retail Director, Green Cross Cannabis Emporium

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## The impact

### Less time labeling and more time for customers

For a typical delivery of **3–4 packages**, Green Cross estimates Retail ID **saves 1–2 hours** under normal store conditions and makes the overall process **2–3× faster**.

For Green Cross, the value goes beyond speed. Eliminating the additional sticker means less manual work for staff, fewer labels to manage, and more time focused on customers. Products can reach the sales floor sooner, while employees spend less of their day labeling inventory between customer interactions.

And as Retail ID adoption grows, Green Cross sees an opportunity to give customers easier access to product and testing information directly from the product, without relying on staff to track it down.

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"Would we prefer if our vendors used Retail ID? I think it would be helpful for all dispensaries in Oregon."

Mike Kettler  
Retail Director, Green Cross Cannabis Emporium

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## The bottom line

Retail ID removes a manual step between receiving and selling helping Green Cross get products to the floor faster while giving staff more time to focus on customers.