

Electronic Shelf Labeling

Accurate - flexible - informative - reliable



■ Electronic shelf labeling (ESL) is more than just a substitute for conventional paper labels and a means of cutting the costs of pricing goods. ESL ensures that consumers have the necessary confidence that items are labeled with the correct price, reduces waiting times at the checkout and is thus a sensible investment for improving customer satisfaction.

The solution for cost-effective Electronic Shelf Labeling

Due to the use of barcodes and scanner tills, price labeling of goods in the grocery trade has almost completely disappeared. As a result, shelf labeling has become all the more important, as this conveys the required item and pricing information to the consumer. However, manual insertion of paper labels into shelf rails is labor-intensive, time-consuming and prone to error. Time and again, differences between shelf prices and those on the POS system are the cause of complaints on the part of customers and consumer organizations. The resultant loss of trust in the prices displayed generates customer dissatisfaction and consequently a loss in sales for the retailer.

As an integral component of store merchandise management and the sales solution, electronic shelf labeling (ESL) offers a remedy to this. It ensures automated and prompt changes to prices and so guarantees the necessary price integrity between the shelf labels, scanner tills and merchandise management system – without time pressure, the work of printing and handling paper labels, or the search for the right shelf location. The time saved can be used by staff to replenish shelves and provide customers with better service.

Yet electronic shelf labels (ESLs) are more than just a substitute for the conventional paper label. Thanks to this flexible means of pricing, retailers also have an instrument for implementing new price models, such as happy hours, that allow them to improve their competitiveness and margins. ESLs considerably enhance the store's image. Studies prove that consumers regard clear and reliable electronic pricing as a visible symbol of the retailer's desire to give them enhanced service, and

consequently reward this with greater sales. This underlines the fact that the use of ESLs has a positive impact on customer loyalty and creates competitive advantages.

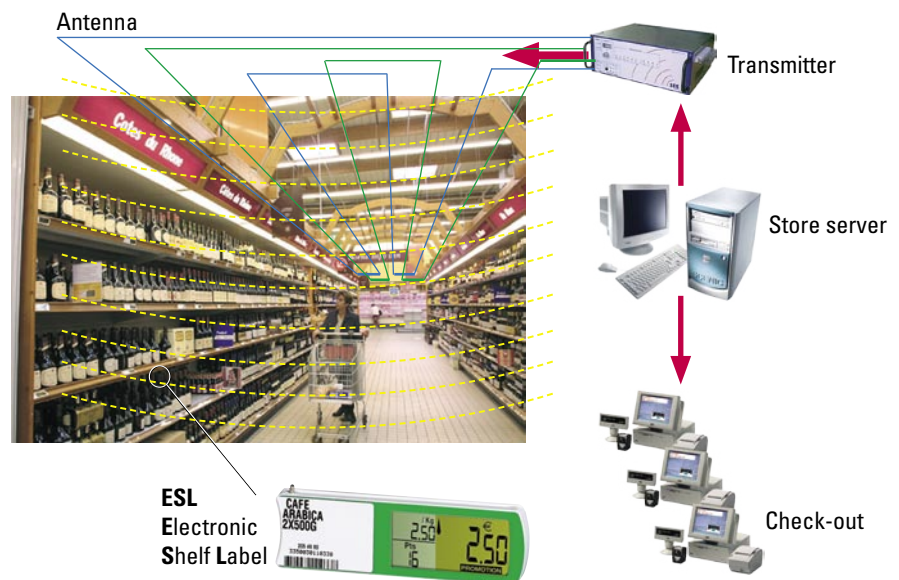
However, they not only provide consumers with information on products, prices and bonus points. Staff on-site can

also be given important merchandise management information, such as shelf location, facing, quantity that needs to be replenished, date of the last price change, delivery date of an item that has sold out etc. This helps to increase productivity at the store.

The ESL system

The ESL system from the European market leader Store Electronic Systems (S.E.S.) that Wincor Nixdorf offers embodies robust, tried-and-tested technology offering the right value for money. High reliability, ease of use and

low operating costs speak in favor of the system. The total cost of ownership (TCO) is far lower than with other ESL solutions. The return on investment will be reached in an average of 10 – 18 months.

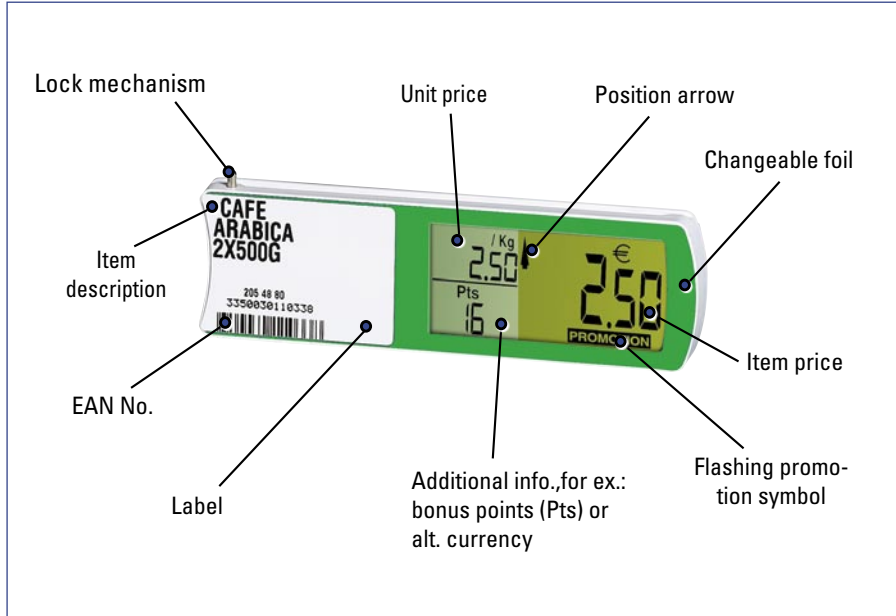


SHELF LABELS

The electronic shelf labels – special liquid crystal displays – communicate with the ESL administration computer using wireless radio technology. This computer is linked either to the store merchandise management system or/and the POS systems at the check-

out, ensuring the necessary consistency with the item master file. So that incorrect pricing is avoided, each label is assigned a unique address/ID on the basis of the EAN barcode. The label data is usually changed automatically at predefined times or individually as

Improved customer satisfaction



Shelf label

and when required. The new prices, etc. can be stored in advance in the ESL and activated at the predefined time.

The ESL display patented by S.E.S. is divided into two parts that are differentiated by color, ensuring that the purchase price, price per kilogram, liter or unit, bonus points, etc. can be read quickly and optimally.

Currency symbols, position arrows and a flashing promotion symbol for special offers mean that the information can be clearly assigned.



Mountings

MOUNTING ELEMENTS

A revolutionary feature is also the patented mounting system. The novel lock mechanism permits rapid fitting and removal of the ESLs in the specific shelf



Magnetic tool

rail or the peg hook adapter in less than 1 second – with no effort whatsoever. The ESLs are fixed at the desired position and can only be unlocked using a special bipolar magnetic tool, preventing any moving or unauthorized removal of them.

The shelf rail and peg hook adapter can be adjusted individually at any angle to

permit optimum reading of the ESLs. A further feature of the ESL system is the versatile, customizable appearance of the ESL. The surface foil of the ESL can be replaced and users can choose from various standard colors or create their own company design. The shelf rail can also be produced in various colors and enhanced by decoration strips and advertising displays.

As a result, product and price categories can be highlighted in color and clearly distinguished by the consumer.

FRUIT/VEGETABLE LABELS

To supplement the ESLs, there are special large-format displays for electronic pricing of fruit and vegetable.

Electronic shelf labeling is a complex solution that must be analyzed both from the economical and technological viewpoint.

Price integrity, cost savings, flexibility in pricing and customer satisfaction are one aspect, ease of use, reliability and customizability the other. The advantages speak for themselves, both for the consumer and the retailer. Deciding now in favor of electronic shelf labels means being a step ahead of the competition.



Fruit/Vegetable label

The tried-and-tested, reliable shelf labeling solution



Price with promotion symbol and bonus points



Merchandise management info., test mode message



ID mode



Article canceled

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ADVANTAGES FOR CONSUMERS AND USERS

CORRECT – ACCURATE – FLEXIBLE – INFORMATIVE

- Price integrity: identical prices at the POS system and the shelf
- Accurate labeling: clear presentation of information and secure fixing of the ESLs
- Reduction in lines: no more discussions about prices at the checkout zone
- More information for the consumer: additional details such as the unit price, bonus points, position arrows, flashing promotion symbol, etc.
- More information for staff: provision of merchandise management information, such as the shelf location and facing number, date of the last price change, delivery date, sold-out items, etc.
- Flexible pricing: prices can be changed at the touch of a button
- Cost reduction: savings on consumable materials and personnel
- Increased sales: trust in the prices displayed, improved customer service, fewer out-of-shelf situations
- Improved margins and competitiveness: prompt adjustment of prices and introduction of new price models
- Image: ESL signals to consumers that the retailer is willing to innovate

PRODUCT ADVANTAGES

SIMPLE – RELIABLE – SECURE – CUSTOMIZABLE

- Patented ESL display: excellent legibility thanks to differently colored areas and large characters
- Patented fixing system: integrated ESL lock mechanism and individually adjustable shelf rail
- ESL lock mechanism: quick and effortless snap-in/removal thanks to a special bipolar magnetic tool and no unauthorized removal of ESLs
- Replaceable ESL foil: permits customized color design for products, prices and brands
- Powerful lithium battery: proven life time of more than 7 years
- Wireless technology: tried-and-tested, reliable and robust
- Java-based admin software, operating software independent state-of-the-art user interface
- Low-cost, reliable operating system platform
- Integrated test functions: battery and communications check at any time
- Extensive accessories: advertising displays, decoration strips, cover for shelf rail, etc.
- Low operating costs: extremely simple installation, operation and maintenance