A photograph of a retail shelf displaying various 'ESSENTIALS BY' products, including reed diffusers and perfume bottles. Each product has a white electronic price tag attached to it. The tags display prices such as 2.99, 3.99, 4.99, 6.99, and 8.99. The background is slightly blurred, showing a person's shoulder in a blue denim shirt in the foreground. The overall scene is brightly lit, typical of a retail store.

ELECTRONIC

PRICE TAGS

IN RETAIL



e-shelf-labels

COMPANY

e-shelf-labels is a value added distributor, system integrator, service provider and consultant firm for all matters relating to electronic displays and digital labeling.

We offer our customers a large variety of electronic price tags for individual use. Our products range from 868 MHz up to 2.4 GHz labels in sizes from 27.5 x 27.5 mm up to 190.08 x 237.60 mm with various features such as LEDs.

Our complete package includes matching hardware and software solutions as well as an extensive range of solutions for

your digital labeling and signage process.

Our service-oriented team will implement your project around different labeling topics in a professional manner.

We offer more than 15 years of experience in the field of auto-ID, as well as know-how on interfaces, network technology and various labeling technologies such as barcode, chip or RFID.

e-shelf-labels is your consultant and partner for holistic solutions around electronic signage.



e-shelf-labels

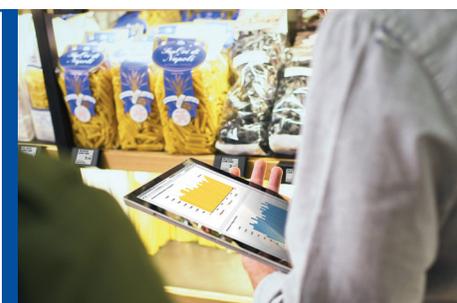
- Many years of experience in labeling and auto-ID
- Service-oriented team around your project
- Customized solutions and utilization of a strong partner network

SERVICE



Whether retail or industry - electronic displays can handle many applications quickly and comprehensively, and can be connected to your respective ERP or production software. Together with our strong partner network we will gladly assist you in the development and implementation of your ideas.

Even after installation you can count on us. Please feel free to contact us with any further inquiries because our success is measured by yours. Of course, we provide individual support and service contracts to meet your needs and concerns.



TECHNOLOGY

The overall solution for digital pricing includes electronic price tags on e-ink technology and the surrounding digital infrastructure.

The information about articles and prices from the merchandise management system is transferred to the special software for digital labeling and routed to the MultiCom infrastructure by radio during the process.

The infrastructure evaluates the data and sends it via access points to the allocated

electronic signs.

In addition to these solutions, e-shelf-labels offers accessories for the electronic price tags, such as shelf brackets and panels, digital signage

Complete package for digital pricing

solutions with interactive product advisers and „Scan & Go“ solutions for self check out at the shelf.

Electronic price tags provide the ideal basis to integrate eCommerce into local retailing.

By providing WLAN, NFC technology and smartphone apps, an omnichannel package is created that enriches the customer experience.

Electronic signage also contributes to process optimization, higher efficiency as well as reduction of cost and waste in industrial areas or room management.

Our electronic price tags, designed with E-Ink displays, can be operated without the need for a constant power supply and offer maximum reading comfort thanks to the „bistable“ E-Ink. In addition to the VUSION series from SES-imagotag, this also includes the Newton labels from SoluM with an elegant design and modular construction.



Every technology is based on a solid digital infrastructure which the system can build on. With the leading manufacturer of e-ink labels as a strong partner, we offer the complete infrastructure of hardware and software to build a stable system for the electronic labels and to enable numerous opportunities for networking between customer, product and retailer.

We believe in integrated complete solutions from one source and therefore offer you exactly that. From installations in individual stores to cross-branch cloud installations with comprehensive analytics, marketing and reporting functionalities including Artificial Intelligence for price, inventory and process optimization, we offer the right solutions for your requirements.



SOLUTIONS FOR RETAIL

Retailers are increasingly relying on electronic price tags, so-called electronic shelf labels. The decisive factor for the customer is not only the correct positioning of an article, but also the correspondingly correct price labeling.

and costs resources that are needed elsewhere. While employees need several days to change analogue price tags, the process with digital labels takes only a few minutes. Also price and article matching errors, which are caused by conventional signs

Our solution offers price automatization, inventory management and more sustainability while simultaneously increasing the efficiency

A large supermarket with around 20,000 items on offer has to update prices more frequently - or even daily when selling fresh goods.

Digital labeling offers numerous possibilities for optimization. Whether a small petrol station market or a large electronics chain - price labeling is time-consuming

are avoided.

In addition, dynamic inventory management significantly reduces out of stock situations and food waste. This leads to an enormous increase in the efficiency of retailing. Our digital solution simplifies the management of rapidly changing goods. The flow of goods can be visualized and



therefore shelf vacancies can be determined and counteractions can be taken to prevent any sales loss. Achieve more sustainability for your business with simultaneous profit optimization.



Electronics Shop

Stationary trade and online trade are in strong competition. In order to counteract the advantages of pure online trading, e-shelf-labels contributes to an innovative and digital strategy for all retailers.

e-shelf-labels



Omnipresent digital networking and the increasing use of mobile services via smartphone have transported eCommerce competition directly into the stationary retail market. In order to survive this competition offline retailers have to proactively create added value for customers, for example by using digital technologies.

In addition to simple price labeling, customers can be provided with additional information such as current product ratings or other

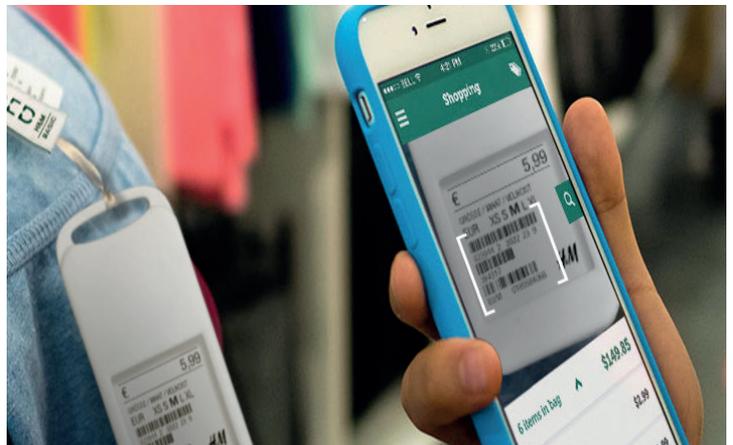
interactive information by using the NFC technology at their smartphones.

The use of our infrastructure makes it possible to provide customers with Wifi. This enables the retailer to intelligently adapt his business to the needs of his customers and at the same time offer more service and customer appeal.

Increasing the user experience increases customer satisfaction and closes the gap to pure online trading.

Key Benefits

- Price and inventory optimization
- Cloud solutions, analytics and AI tools
- Paying at the shelf: Scan & Go
- Connectivity advantages - In store eCommerce
- Sustainability through waste avoidance



Drugstore/Cosmetics

Thanks to modern NFC technology, both employees and customers can view useful additional information. This information, which is tailored to individual needs, also increases customer satisfaction.

Fashion

The fashion market is subject to structural change and intense competition. With electronic price tags you can synchronise your online and offline commerce offering additional stock and product information helping to improve customer experience and profitability.



Digitalization

Electronic price tags based on eInk technology and digital signage solutions are the perfect first step into digitalization.



Omnichannel

By combining traditional sales channels with modern technologies, synergies for the digital age are created.



Automation

The automated adaptation of price and article information as well as picking processes simplify every-day processes



Cloud Solutions

Thanks to cloud solutions, roll-out and scaling have never been easier. SaaS interfaced up to Business Intelligence are also possible.



Artificial Intelligence

Artificial intelligence and machine learning offer numerous advantages: From time savings and process optimization to customer loyalty.



Process Analytics

Process Analytics lets you monitor your individual processes and interpret and optimize them with numerous statistics.

PARTNER

ses imagotag

SOLUM
Solution provider.

 **ZEBRA**

signotec
e-signature solutions

 **DATALOGIC™**

EPSON


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