

ELECTRONIC SHELF-EDGE LABELS

Retailing at the speed of light



Enhancing the customer experience means finding innovative new ways to communicate with and educate shoppers, so that they can make informed purchasing decisions, based on accurate and up-to-date information. Electronic shelf edge labels offer retailers a cost-effective solution to the problem.

One of the last great bastions of labour intensive practice within the retail environment is the updating of shelf prices. Countless man-hours can be, and usually are, spent ensuring that prices are accurate - in order to protect businesses against customer complaints and accusations of unfair trading.

Until recently, the only option open to retailers has been the implementation of either an infrared or radio frequency in-store network. However, these solutions are plagued by technical restrictions and operational limitations - to say nothing of the expense of developing and maintaining an entirely separate network.

Now, the optical transfer of data to electronic shelf edge labels is revolutionising the way that retailers conduct their business - by enabling prices and promotions to change literally at the speed of light!

Electronic Shelf Edge Labels (ESEL)

Electronic shelf edge labels are designed to use a store's existing lighting infrastructure to transfer information, so wherever there is light in the building the shelf edge labels can receive data - without the time and expense of creating radio-frequency or infra-red infrastructure.

Unlike infrared technology, the displays do not have to be in direct line of sight, as long as they are in visible light generated by the store's lighting system. Reflected light, light transmitted through translucent screen (such as freezer doors) and dimmed store lighting are all sufficient to enable the effective operation of the solution.

And because the electronic shelf edge labels receive their information through the existing store lighting scheme the data sent is continuously broadcast, so that all of the devices receive all of the data sent, all of the time.

Fujitsu also provides a full range of other electronic labels, including shelf-edge pricing and information display modules that link directly to POS data to ensure instant accuracy and consistency, with minimum effort.

DATASHEET
RETAIL - ELECTRONIC SHELF-EDGE LABELS

The Benefits

The electronic shelf edge label system is used extensively around the world, and is proven to deliver significant operational benefits:

- **Accurate pricing** - pricing information is broadcast constantly, immune to interference and difficult to intercept, so the solution operates at 99.999% communication effectiveness. It also has extra protection built into the labels, so the price displayed is guaranteed to be the price charged at the checkout, removing the risk of prosecution for incorrect pricing.
- **Reduced labour costs** - by removing the need to print, sort and replace paper labels when prices change, stores can realise significant labour savings and reduce the cost of sale.
- **Greater cost-effectiveness** - with no need to install or maintain a radio frequency or infrared network, infrastructure costs are minimised. The electronic shelf edge label system is also simple to install, integrates easily with legacy systems, including existing shelf talkers, and is completely scalable from a few to tens of thousands of labels making it very cost-effective in both the short and long-term.
- **Instant price flexing** - targeted price promotions can be conducted almost instantly, with minimal effort and cost, throughout the day to reflect different trading environments and the needs of individual stores.
- **More effective promotions** - shelf edge “talkers”, different coloured labelling, scrolling text and improved customer information, such as unit price (eg. price per gram) or loyalty programme benefits, can all be utilised to improve the impact of promotional activity and optimise sales by cross-linking offers across multiple locations.
- **Longer label life** - labels are robust, resilient and firmly fixed to the shelving, making them much less prone to damage than current pricing mechanisms - even when hit with a loaded shopping trolley! They are also designed for use with existing 'C-Channel' or 'C-Strip' shelf stripping and their longlife batteries last about 10 years regardless of usage - much longer than other systems.

Fujitsu in Retail

With a 30 year track record of working successfully with leading retailers around the world, Fujitsu is totally committed to supporting the needs of the retail sector in the move to an integrated and responsive decision-support environment through the flexible and strategic deployment of IT services.

At the heart of Fujitsu's retail strategy is the provision of an integrated in-store IT services offer, ranging from point of sale (POS), through self-checkout and shelf-edge systems, to loyalty and commercial systems that deliver in-store promotions. Fujitsu is also extending our services down the full retail value chain to provide supply chain visibility services, with real-time “sense and respond” management that reduces stockholding, saves costs and improves product availability.

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