

smart tag



100
MILLION
ESLs
installed
2013



Electronic shelf labels

Provide your store with strong promotional capacities and enhance your customer experience.

Presentation of Pricer

The worldwide leader in electronic shelf labeling solutions

Who we are

Pricer was founded in Sweden in 1991. Pricer provides Electronic Shelf Label solutions to leading retailers worldwide. The Pricer solution provides high-speed updates of price and product information to digital shelf labels, with the best readability and contrast of all labels worldwide. Whatever the store size, Pricer has an affordable, smart solution for improving store margins and increasing customer satisfaction.

Pricer is quoted on the Nordic Small Cap list of OMX Nordic Stock Exchange.

What we offer

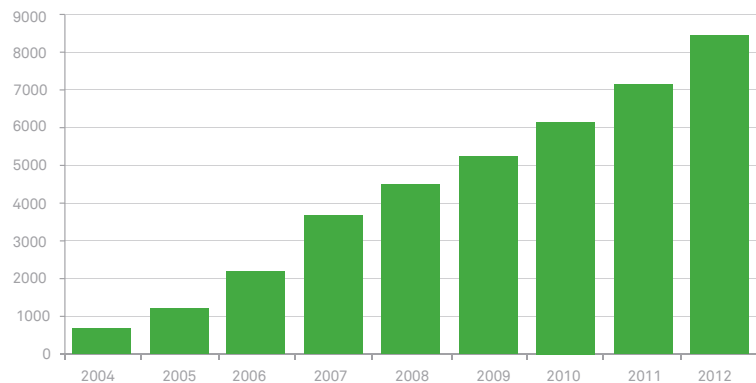
Pricer offers the most complete range of Electronic Shelf Labels: segment-based, graphic, proposed in various sizes. With over 20 years of experience in retail, Pricer has earned a global reputation for delivering the very best in quality. Whatever the type of display – whether it is the segment display using easy to read high contrast LCD technology or the graphic display using e-paper technology which can display about anything from a logo to scannable QR Codes – Pricer labels are the most readable and most visible.

No1 ESL solution worldwide



2012 key figures

8 500 stores installed in 51 countries



The SmartTAG Family

With Pricer SmartTAG labels, you will provide your store with clear, readable and reliable prices. Pricer SmartTAG labels will offer your store strong promotional capacities and enhance your customer experience.



SmartTAG Small, Medium, Large

SmartTAG – Segment labels

Use segment-based LCD displays for easy updating with colored promo and price zones. All sizes fit on the same rail together with the SmartTAG HD M and L. Extensive promotional support is available by simply adding a SmartCLIP on the side of the label or a SmartFRAME around the label.



SmartTAG HD Medium, HD Large

SmartTAG HD – Graphic labels

Crisp High Definition displays use epaper technology for easy readability, with fine resolution for better rendering of text and graphics. The display is extra-wide with 170° viewing angle and low reflection in all lighting situations. This display integrates both sizes on the same rail, or alongside segment-based SmartTAG labels. The SmartTAG HD labels are easy to link with products because of their integrated ID barcode on the front. Just like the SmartTAG labels, extensive promotional supports are available.



SmartTAG HD110

SmartTAG HD110 – Large graphic labels

A crisp High Definition display for easy readability with fine resolution for better rendering of text and graphics. This label offers the same advantages as the previous graphic labels but has a much bigger display so that it is possible to add more information about products, logos, photos. With this label, it is possible to use the SmartCLIP slot to easily insert promotional information directly on the side of the label.



SmartTAG HD200

SmartTAG HD200 – Extra large graphic labels

A crisp High Definition display for easy readability with super clarity and contrast from up close or far away. All the advantages of the SmartTAG HD labels with a lot more space on the display to include even more, dynamic product and promotion information directly on the display. Its extra big size allows for bigger photos and more information than any other label.



Smart Communication

A new shopping experience for your customers



Signal your promotions easily and durably

Use the SmartCLIP slot to insert eye-catching promotional shelf-talkers and wobblers that match your store promotions. Use the SmartFRAME to multiply on-shelf messages: simply slot your pre-printed or customized promotions around the price label.

Interact with your customers: barcodes, QR Codes, NFC

With epaper, you have a larger screen which means more possibilities: space for useful messages such as promotions, stock remaining, percentage discounts and more. You can also add barcodes, as well as QR codes to link your customers via their phone to marketing campaigns, recipes or social media. Or if you're using the segment labels, no problem, choose NFC.

Guarantee the same price on each channel

Customers are now using the internet and smartphones, as well as going in store to compare prices, prior to making their purchase decisions. Bring your physical store up to digital speed and close the purchase in store – with digital labels you can adjust your prices as fast as they are adjusted in your web store, and give your customers the same quality experience no matter how they shop.

Smart Investment

Optimize your Total Cost of Ownership

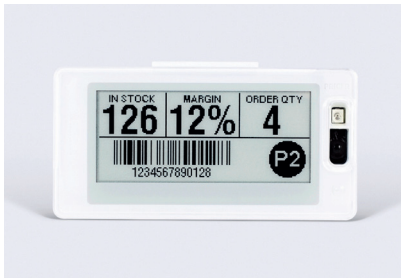


Graphic labels, segment labels, you choose!

SmartTAG labels fit on your existing rails, giving you the possibility to mix and match the labels for better cost control.

Extra space for merchandising information

Use multiple pages for additional operational information such as stock, margin, and weekly sales. Your staff will gain time when carrying out supply chain and operational tasks because the information is conveniently located near the product.



Keep track of your labels

Because our labels also communicate back to the system, you are able to monitor them from your central office. If your staff misplaces one, if the battery starts running low, when it has received the update correctly, you will know right away.

Smart Look

Segment or graphic, we guarantee the best visibility and readability



Reads from every angle

Whether you're looking at the label from up high, down low or as you're walking down the aisle, the Pricer SmartTAG extrawide 170° viewing angle and anti-reflective display provides the best visibility.

Unified design

Clear segment and crisp high definition graphical displays look great side by side. Need a larger display for a specific product? No problem, they all fit in the same rail.

High quality & reliable technology



Enhanced Diffuse Infrared

Benefit from extra-long range wireless connectivity using enhanced diffuse infrared, the most secure and stable wireless communication for your sensitive data. With diffuse infrared, line of sight is not needed as signals reflect from all surfaces and reach the sensitive receiver. The infrared technology is faster and does not suffer from interference which is particularly important today as more and more other in-store devices use radiofrequency for mobility reasons.



Pacemaker technology

Each label battery is solicited only when needed. On top of this, we use infrared for connectivity which is a low energy consumption technology. Therefore we can make our labels last a long time – up to 8 years for segment displays, up to 5 for graphical displays.



Bi-directional communication

Manage your ESLs from your central office. You want to make sure your labels receive information correctly? Let them tell you! Each label acknowledges when an update has been received. This option becomes more important as you display more and more information on graphic labels.

PRICERLAB Continuous innovation

Pricer's innovation department, PricerLab, is continuously working to anticipate our customers' needs. We were the first to introduce graphic labels and the first to equip a store with NFC labels. Innovation is what brought us here and it keeps us leading the industry.

ESL management software

The key component of the Pricer system is the Pricer web-based software which supports the way retailers implement and manage the ESL environment. This powerful software enables the scale for quick and efficient deployment as well as store-wide management and store usability. The Pricer software is designed to offer fast and reliable price management, full visibility with management supervision and control which helps to optimize ESL use and expense, system access and maintenance.

A future-proof solution

Pricer offers a complete solution overview for head-quarter support and control with system alerts, monitoring, system history, etc. The Pricer software supports both segment-based SmartTAGs and

graphic SmartTAG HD electronic shelf labels, making it the most flexible, future proof system available.





Omni-Channel Retail

Bring your store online

Today 90% of retail goes through traditional stores, however online retail is growing much faster than offline retail. To counter this evolution, stores need to bring the online shopping experience that their customers appreciate to their brick and mortar stores.

Who is the new shopper

Online shopping has made shoppers very social: they share their shopping experience via Facebook, go to review sites, look for other customers' feedback. Customers are also used to having a lot of information about products: what it is made from, where it is made and what availability. This is why retailers need to introduce easy access to information into their stores. By combining the tangible see and touch aspect of the products that customers have in store to the transparency of online shopping, they will be at a big advantage.

A seamless shopping experience

With Pricer Electronic Shelf Labels, retailers can bring the advantages of online and offline stores together. With Pricer Electronic Shelf Labels, stores are able to display more than prices: they can add barcodes, QR codes which customers may scan with their mobile phone to access more information, positive reviews online, discounts, promotional codes. They can also use NFC-enabled labels to link the customers to such online information and provide the same customer experience.

More importantly, ESLs give retailers the possibility of updating and aligning their prices automatically and instantly with the prices of their online store. Pricer gives stores the opportunity of providing the same shopping experience to their customers whether they are buying online, in store, on their mobile. This is omni-channel.

Our Clients

Over 8,500 installations
More than 91 million labels installed in more than 51 countries worldwide.



HEAD OFFICE (Siège)

Phone +46 8 505 582 00

PRICER AB

Västra Järnvägsgratan 7

S- 111 64 Stockholm

SWEDEN

SALES EUROPE

Phone +33 1 61 08 40 20

PRICER S.A.S.

3 Parc Ariane, Bât. Saturne

Rue Hélène Boucher

78280 Guyancourt

FRANCE

SALES NORTH AMERICA

Phone +1 866 463 4766

PRICER INC.

6600 Peachtree Dunwoody Road

Embassy Row Suite 290

Atlanta, GA 30328

USA