# UNIVERSITY

# Electronic Shelf Labels Take the Tedium Out of Price Changes

Tom Normandy

*Client Experience Specialist*

October 24, 2023

**WHAT YOU'LL LEARN**

- Electronic Shelf Labels - ESLs
- What they are – How they work
- Benefits of electronic shelf labels
- SES-Imagotag
- Vusion Manager/Vusion Studio
- How Paladin works with SES-Imagotag
- Signing up with SES-Imagotag

# Electronic Shelf Labels - ESLs



- An electronic shelf label (ESL) system is used by retailers to display product prices on shelving that can be updated or changed through a central server.

- ESL tags use [electronic paper](#) or [liquid-crystal display](#) (LCD) to display:

  - Current product price

  - Descriptions

  - Discounts

  - Product reviews/recommendations

# How ESLs work



- A typical ESL uses ultra-low power CPU and wireless communication to display and control price labels.
- The typical system includes:
  - Label management software
  - Communication station
  - Terminal display

# Benefits of using ESLs



- **Price accuracy** - Because they're all wirelessly plugged into a base station and computer prices are always up to date. This prevents mislabeling and relabeling.

- **Omni-channel pricing** - It links product pricing through all sales channels – online and in-store.

- **Shelf edge influence** – Most decisions to purchase are made at the store shelf. Surveys show that 65% of consumers are more likely to buy a product if they can access additional information that ESLs can provide.

# Benefits of using ESLs



- **Labor savings** – Changing out price tags takes employees away from assisting customers.

- SES-imagotag reports its electronic shelf label system reduces time spent on pricing updates by 80%.

- **Dynamic pricing** - LBM retailers could easily sell their products at market prices, rather than selling them at a static markup from when it was purchased.

# Why SES Imagotag?

sesimagotag

- SES-imagotag designs and markets all its system's components (software, radio-frequency infrastructure, labels, and mountings).

- Quick response: When we need to get a hold of them, we get a response right away.

- No store is too big or too small

## SES-Imagotag features



- Manage and monitor your store from anywhere, at anytime

- VUSION Manager ensures that prices and promotions are always synchronized online and in-store.

- VUSION Studio software is a fast and easy template designer to empower your in-store marketing department. It helps manage and display all types of data with a quick, simple, and attractive template designer.

# Paladin and SES-Imagotag integration



- With SES-imagotag's electronic shelf label (ESL) system, pricing is automatically updated whenever a price is changed in Paladin.

- Any store interested in exploring the use of electronic shelf labels should first contact SES-imagotag at https://www.ses-imagotag.com/ for an assessment.

# Learn More

To learn more, see the following resources in our Retail Science library

- Is The Time Right for Electronic Shelf Labels?

Or visit our Help Portal

- Overview: SES-imagotag
- SES-imagotag

A recording of this webinar will be available at portal.paladinpos.com/webinars.

**Next Webinar:**

Give Your Store a Checkup
with Paladin Health Assessment

November 14, 2023
9am PT
https://portal.paladinpos.com/webinars/