



WINCOR NIXDORF

Electronic Shelf Labeling

نظام التسعير الالكتروني

ELECTRONIC SHELF LABELS

(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.

ELECTRONIC SHELF LABELS



USED FOR:

- Items Price / info display based on the info available from the merchandise management system.
- Wireless and automatic price/info update.
- Price updates on predefined dates/hours.
- ESL display fields can be used to show the item price, unit, pounce points, available stock, next order date, competitor price or any other info.

SOLUTION HIGHLIGHTS

Easy to use

- Easy installation, maintenance
- Unique locking mechanism means the ESLs are extremely easy to change
- Adjustable shelf rails
- Integrated test functions

Secure

- Integrated anti-theft device
- Shelf rail cover
- Loop antenna and double data transmission.

Reliable

- 7-year battery life
- Tried-and-tested system – first installation from 1994 still in operation
- High spreading low-frequency technology without interference

Adaptable

- Colored and individually adjustable ESL interface
- Colored rail and decorative strip

WHY ESL

- Reduction of costs for displaying pricing, Staff and Consumables.
- Increase employee productivity.
- Optimizing Promotions through flexibility and integrity.
- Customer Satisfaction & Image .
- Best readability for shoppers.
- Ease of shopping and less confusion.
- Price legibility optimized.



DELIVERING THE RIGHT PRICE TO THE RIGHT ITEM LABEL AT ANY TIME



Tel: +963-932-60 90 18

info@qtec-ltd.com

www.qtec-ltd.com