Connect your store with Electronic shelf labels

Enhance your customer experience and enable omnichannel retail
Pricer, Creating Smart Stores

The worldwide leader in Electronic Shelf Label solutions

Who we are

Founded in Sweden in 1991, Pricer provides Electronic Shelf Label (ESL) solutions to leading retailers worldwide. The Pricer solution provides high-speed updates of price and product information to digital shelf labels, with best readability. 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 a complete interactive ESL solution: with NFC (Near Field Communication) or BLE (Bluetooth Low Energy) enabled labels, retailers can interact with their customers using their smartphone by sending coupons, giving extended product information, geolocalizing products, NFC shopping, ...

Pricer also enables an omnichannel strategy which is essential for retailers who want their customers to benefit from the same prices and shopping experience on all purchasing channels.

With over 20 years of experience in retail, Pricer has earned a global reputation for delivering the very best in quality in terms of labels, infrastructure, software.

No1 worldwide

2013 key figures

9 500 stores installed in 51 countries
The SmartTAG Family

With SmartTAG labels, you will provide your store with clear, readable and reliable prices. SmartTAG labels enable you to enhance your customer experience and enable omnichannel retail.

**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 labels. Extensive promotional support is available by simply adding a SmartCLIP on the side of the label or a SmartFRAME around the label.

**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. All sizes fit 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 – 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 Slim – Extra large and extra slim 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 by simply putting your pre-printed or customized promotions around as well as on the side of the price label.

Interact with your customers: QR Codes, NFC, Bluetooth Low Energy (BLE)
Graphic labels offer more possibilities of putting a lot of information directly on the screen such as promotions, stock remaining, percentage discounts and more. Display barcodes and QR codes which your customers can scan with their smartphone to access more information such as marketing campaigns, recipes or social media. Or if you're using the segment labels, no problem, choose NFC or BLE.

Guarantee the same price on each channel
Prior to making purchase decisions, your customers are comparing prices on the internet and in the store by consulting their smartphones. To counter the showrooming trend, you can adjust your prices more often in order to keep up with the web stores and to give your customers the same experience no matter where they shop. When price and product information changes are frequent, ESLs become even more essential.
Smart Investment

Optimize your Total Cost of Ownership

Graphic labels, segment labels, you choose!
All SmartTAG labels (small, medium, large segment and graphic labels) fit the same rails, giving you the possibility of mixing and matching 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 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 labels, graphic (eink screen) and segment (LCD) provide the best readability.

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 and have the same “SmartTAG” look.
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 headquarter support and control with system alerts, monitoring, system history, etc. The Pricer software supports both segment-based SmartTAGs and graphic SmartTAG HD ESLs, making it the most flexible, future proof system available.
Connect your store with ESL

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, you need to bring the online shopping experience that your customers appreciate to your 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 of, where it is made and when it is available. This is why you need to introduce easy access to information into your stores.

The digital store

Pricer Electronic Shelf Labels enable you to connect your physical stores and bring the advantages of online stores to offline stores. With graphic labels, you can display more than prices, such as product information, barcodes, QR codes in order to interact with your customers. The ESLs can also integrate NFC chips or BLE beacons to provide extensive product information, positive reviews, discounts, promotional codes... right at the shelf.

ESLs can also give you the possibility of updating and aligning your store prices automatically and instantly with the prices of your online store. You therefore have the opportunity of providing the same shopping experience to your customers whether they are buying online, in store or on their mobile.

Pricer enables a seamless and interactive customer experience, regardless of channel or device, creating a competitive advantage for you.
Our Clients

Over 9,500 installations
More than 100 million labels installed in more than 50 countries worldwide.

Food Retail
- Carrefour
- E.Leclerc
- SHU,No,NOISE
- co-op
- Casino
- Casino
-历萨
- REWE
- METRO
- Pick n Pay
- ALIMEXKA
- REMA1000

Do It Yourself
- castorama
- Unimat
- BYKO
- BRICO
- BRICO
- Patrick Morin
- PM
- ACE
- BRICO

Electronics
- MEDIA-SATURN
- MediaSaturn
- verizon
- Fillion
- MOBO
- Viva

Others
- 1400 pharmacies
- 100 petrol stations
- Toy stores, car manufacturers, duty free...

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