



The Juice Box Increased productivity and enhanced customer service

The Juice Box is a high-end liquor store, based in Atlanta US, offering a variety of wines, spirits and beers. The store opened its doors in 2013.

From paper labels to Pricer ESLs

The Juice Box was looking for a solution to allow them to be operationally more efficient and offer superior customer service. After some initial testing of Pricer's Electronic Shelf Labels (ESLs), the store felt that Pricer's system would be an excellent fit.

"The system is stable and fast and the software is intuitive. We also liked Pricer's track record and the ease of use and functionality of the system", says Monica Pantoja, Business Manager of The Juice Box Investment Group.

"Our customers like the look and feel of the electronic labels. Information and pricing is clear and consistent. Moreover, our staff is now freed up to be more available to customers. Lastly, the Pricer ESL system allows us to be more flexible in our pricing strategy. When we receive a price reduction from our suppliers, we can immediately pass this on to our customers. And I can modify pricing even when not present at the store".



The complete project was implemented in the end of 2013, shortly after the store opening.

"The Juice Box was an excellent customer to work with. From our earliest discussions regarding Electronic Shelf Labels, they were looking to boast efficiencies, increase productivity and enhance customer service. After deployment, The Juice Box management team felt that adding the Pricer ESL system clearly showed a significant improvement in all three areas." says Gary Glaser, Sales Director Americas at Pricer.

PRICER



Food

CLIENT PROFILE

Name:
The Juice Box

Place:
Atlanta, Georgia, US

Store size:
10,000 square feet

Number of ESLs:
8,000

How it works

Running on the fastest, most secure infrared technology, staff and customers can rest assured that prices are kept correct and up-to-date with Pricer's ESLs. The system takes the store's database file and transmits it to the relevant price labels in-store, wirelessly. Being based on infrared technology, the system has absolutely no interference with radio frequency (RF) applications inside the store.

All Pricer's labels work together on the same system allowing the store to mix and match sizes and styles, according to store requirements. The Juice Box is using approximately 8,000 ESLs in the 10,000 square foot store, with segment based labels in the aisles and ePaper graphic labels on endcaps and high ticket items.



About Pricer:

Pricer AB, founded in Sweden in 1991, is the global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. Pricer's infrared electronic shelf label platform is fast, robust, interconnectable and scalable. The company works with the world's top retailers, small and large alike: grocers, DIY, electronics, and specialty stores. So far, Pricer has sold more than 120 million electronic shelf labels to 13,500 stores in 50 countries.



For more information, please visit:
www.pricer.com or contact us at: sales@pricer.com

BENEFITS

- Quick and easy implementation
- Quick price updates
- Clear and consistent pricing
- Increased productivity
- Enhanced customer service
- Estimated ROI: 12-18 months



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