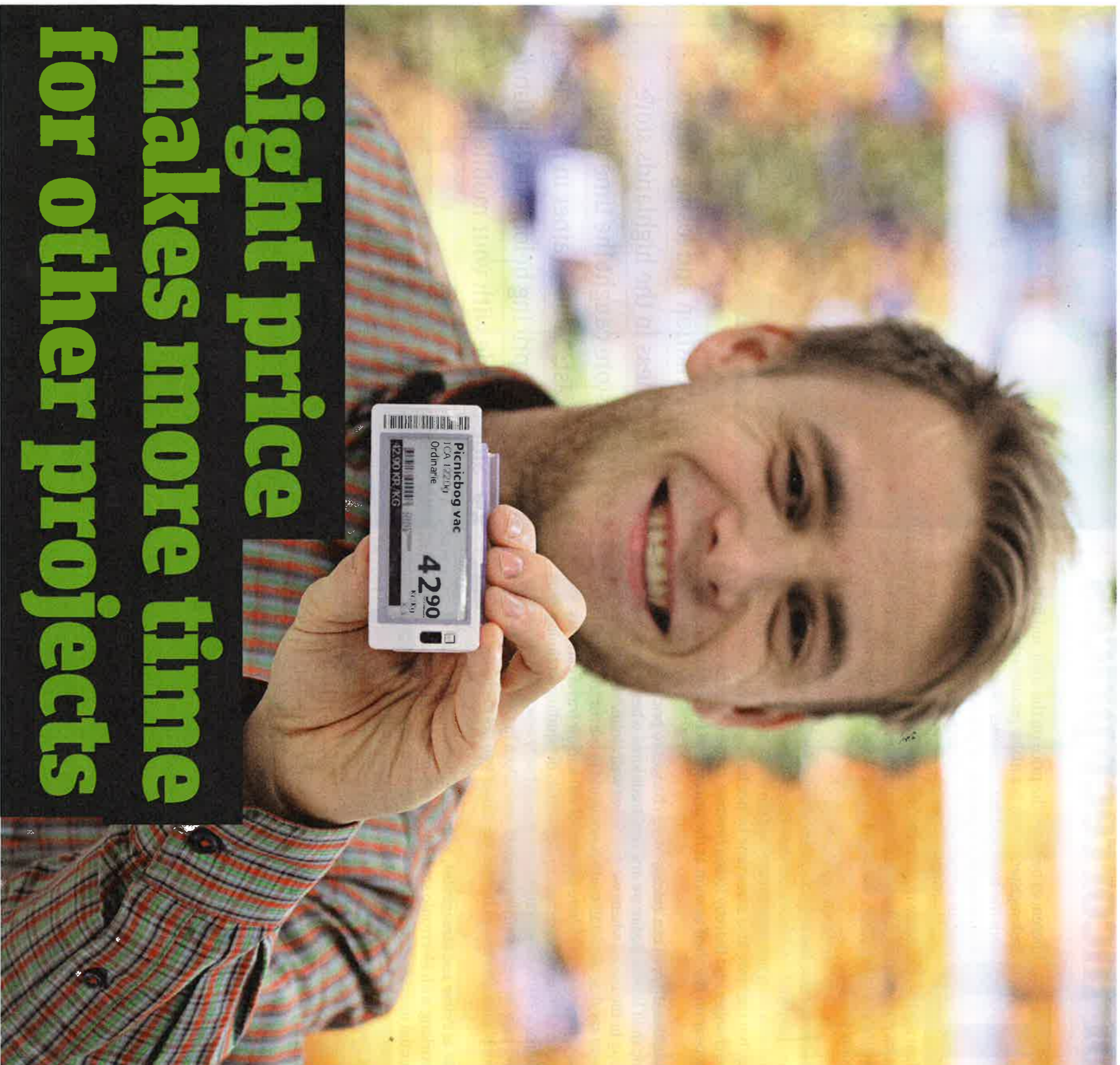


icanyheter

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VALUE FOR MONEY

TECHNOLOGY THAT ALLOWS YOU TO FOCUS ON YOUR CUSTOMERS



**Right price
makes more time
for other projects**

CURRENT AVOID IRRITATED CUSTOMERS

4

TREND RELEASE THE STATIC PRICE

13

STORE WITH THE LABEL AS WEAPON

10

NOTICE DEVELOPMENT PROCESS OVER TIME

14

2 ENTRANCE

FREDRIK SUNESSON

Eliminate the risk of incorrect prices

Differences between the price on the shelf and in the cash register system is a major problem that affects both the store and the consumer. Studies show that an average of six per cent of prices may be incorrect. In a store with 10,000 articles, such as in a medium-sized grocery store, this means that more than 600 products are tagged with the wrong prices. And as customers prefer to say if things are too expensive at the till rather than paying the lower price, this poses a risk of the store's gross margin being eroded.

However, there has been a system in place for 25 years that eliminates this problem. Electronic shelf labels linked to the store's computer system not only ensure that the customer pays the right price, but the store also saves time by not having to make manual price changes and thereby losing revenue as the price change will appear on the shelf as soon as the prices have been updated.

Additionally, you can quickly make changes to prices using electronic shelf labels. Today we are very traditional when it comes to pricing in the trade, where we say "leave well alone." But what is there to say that the retail trade is not going to mirror the travel industry, for example, where the cost of rail and air travel can vary quite a lot from departure to departure, depending on timing and demand? How many customers would really react if it was three per cent more expensive to shop after 10pm in the stores? Or that perishable goods are cheaper the closer you get to closing time?

We at Pricer and StrongPoint, with our extensive experience of working with electronic shelf labels, see massive potential in our system. Moreover, it has been developed over the last few years to include a number of new features including helping to guide the customer in the store and to quickly find the right product. These new features will also help store staff to fill the empty shelves and stock up. Shops with e-commerce can also pick orders much more efficiently.

It is important that customers always feel confident that they are paying the right price in their store. And 15,000 stores in 50 countries can not be wrong!

Fredrik Sunesson
Sales Manager, Pricer Sweden



CONTENTS



12

FOTO: LIZA EDMAN

- 4 Avoid irritation and losing money
- 6 Orderliness in the highlands store
- 10 Meny-store caught the time thief
- 12 Coop Väst: "A no-brainer in new stores"
- 13 Dynamic pricing belongs to the future
- 14 Side by side with your mobile



13



14



10

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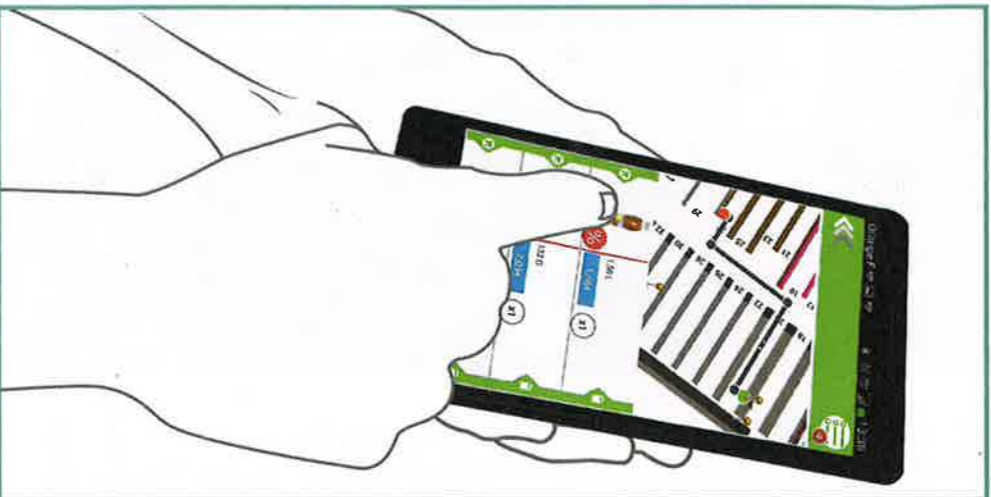
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PRICER

StrongPoint

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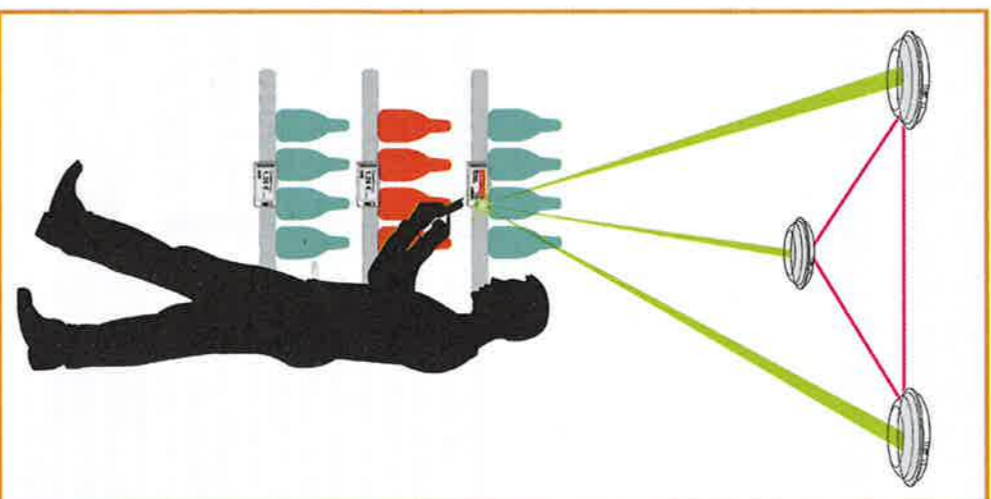
The biggest revolution since Electronic Shelf Labels



GPS-GUIDE

Using the Pricer mobile shopping application, customers optimize their shopping route, are guided in the store and can easily find specific wanted products.

The store can be divided into virtual zones where the retailer can present promotions to customers as they move from one area to another.



PRODUCT POSITIONING

Electronic Shelf Labels are used as a digital representation of the product at the shelf-edge and are a powerful tool in today's compliance and planogram challenges.

The IR signal strength of a Pricer label is used to calculate, at any given moment, its position in the store.



SMARTFLASH

Smartflash can be used for a variety of purposes. Before store opening, they can help you pack the bags for your click & collect solution, they can show your customers to their desired products or promotions and after closing, they can indicate which products have a negative stock.

4 CURRENT

Incorrect prices can

ERRORS. Prices at the checkout that do not match the shelf label not only cause irritation among customers, but also cost the stores a lot of money in the form of loss of income or the compensation payable to the affected customers.

Incorrect or inconsistent prices are a problem for many stores. This could include price changes at the checkout that have not had the time to be followed up with the replacement of printed labels on the shelf edges. Or vice versa, new price labels may be in place, but someone has neglected to change the price at the cash registers. Or it is simply the case of human error that has led to mislabelling.

A survey commissioned by Konsumentverket (the Swedish Consumer Agency) concerning the retail trade a couple of years ago, reveals that it is not at all uncommon for the price on the shelf to differ from the price entered in the in-store computer system and that is used in the price query terminals and cash registers. More than 290 stores were visited and an average of six per cent of the surveyed goods were mislabelled. The corresponding figure for unit prices was nine per cent.

Compared to a survey conducted a few years earlier, the number of mislabelled goods has increased, according to Konsumentverket, from five to six per cent. Any systematic difference to the price variation being beneficial to the store or the consumer could not be found. It was about equally as common that the price on the shelf edge was lower than

the price in the cash register system, as it was vice versa. And the difference was in many cases relatively large. The difference was most frequently found in the range SEK 0 and 5, but the survey found price differences of up to both plus SEK 25 and minus SEK 35. The study does not reveal the actual source of the error, in the information on the shelf or in the cash register system.

Many stores and chains pay compensation to customers who have discovered that they have paid the wrong price. As early as 1991 Ica instituted the "25 crown", which means that any customers who identify an error on their receipt will receive SEK 25 as compensation, in addition to the incorrect difference. Other stores settle with the customer by compensating if something has gone wrong, often with extra compensation. This involves an additional cost for the store.

Ica Nära Aspudden in Stockholm invested in electronic shelf labels some ten years ago. In connection with a rebuild, the store was upgraded with the latest generation of pricing system.

"Ensuring the right price at the till and spending less time on price changes covers the costs of the



Tommy Norborg

Ensuring the right price at the till and spending less time on price changes covers the costs of the upgrade.

upgrade," says retailer Tommy Norborg.

"I don't really get why stores still use paper labels."

When we visit the store, Deputy Store Manager Mattias Wagenius has just approved 800 price updates in the cash register system.

"It took me 25 minutes to check through the entire buffer with price changes and about 25 seconds to send the updates to all the shelf edges out in the store. This provides huge time savings compared to replacing 800 paper labels," he says.

Wrong prices at the checkout are virtually eradicated. But you have to pay attention primarily to changes to article numbers," Mattias Wagenius advises.

TOTAL CONTROL OF PRICE AND MARGINS

With electronic shelf labels from Pricer, it is quick and easy to change prices in the store. The price on the shelf is loaded directly from the store computer system. All price changes can be followed without the need to relabel out in the store. The customer always sees the same price on the shelf and at the till which creates peace of mind for both the retailer and the customer.

- No manual price changes. Changing the price at one place eliminates errors.
- There is no need for staff to change prices in the store. Employees can focus on picking goods and assisting customers.
- Quicker price changes. No lost revenue as the price change takes effect directly at the shelf edge.
- Sales statistics directly from the shelf. Using remote control you can see da-

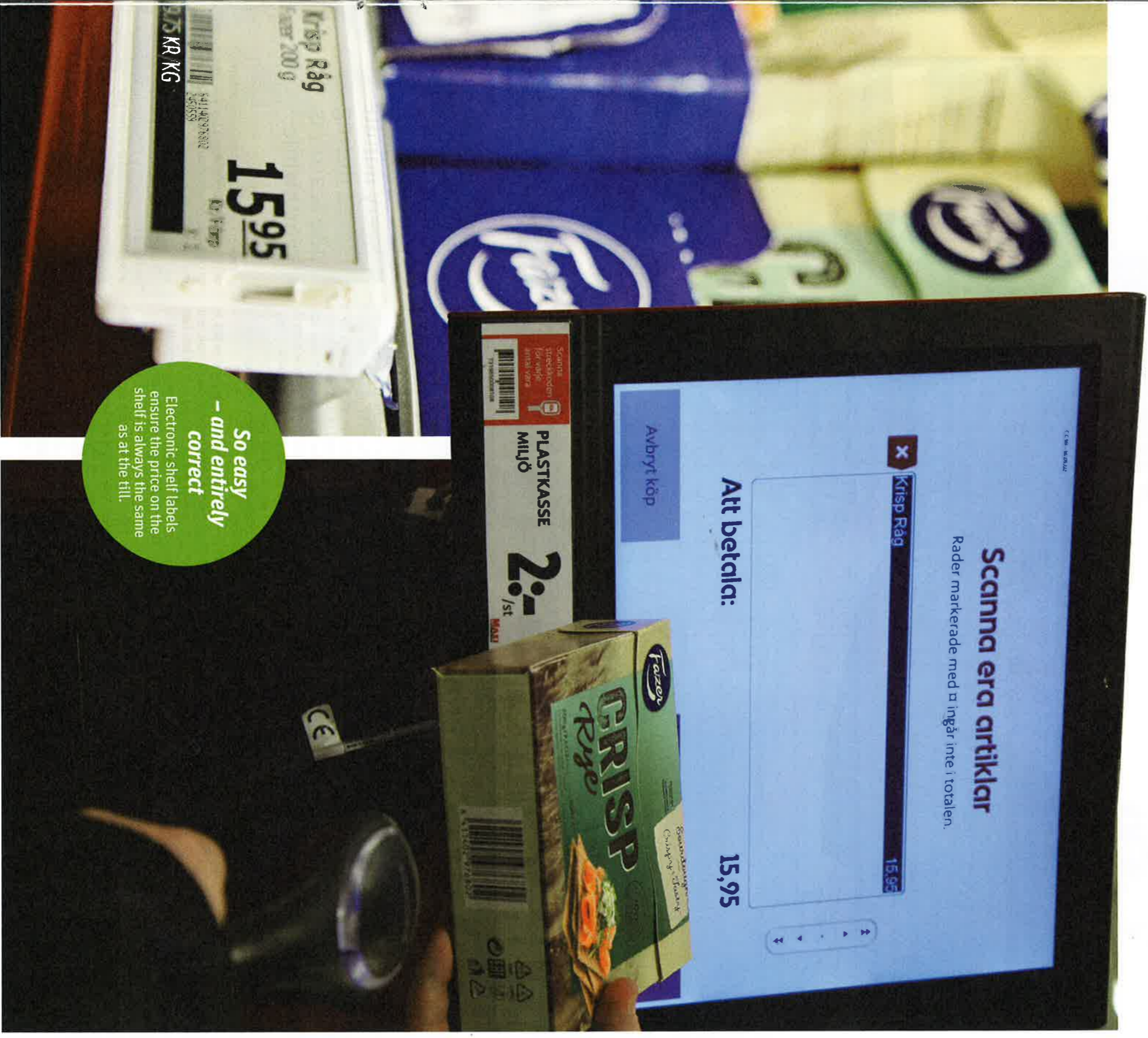
ta such as the contribution margin, units sold per week and availability immediately from the shelf label.

- More satisfied customers. The customer always sees the same price at the checkout as that displayed on the shelf.
- 100 per cent accurate prices. Bidirectional communication ensures that all labels have responded to the price change.



CURRENT 5

be a costlly business



**So easy
- and entirely
correct**
Electronic shelf labels
ensure the price on the
shelf is always the same
as at the till.

6 PEAK SEASON



EFFICIENT. Nils Wikberg at Ica Nära Fjällboden deals with the intense customer pressure in the peak season by applying the time-saving electronic pricing method.

PHOTO: SAM HEDMAN

Highland store that can handle the pressure in the peak season

CORRECT PRICE. Quick, digital price tags mean that Ica Nära Fjällboden in Hemavan can handle the challenging customer demand in the high season. “Now there is always good organisation in the store,” says retailer Nils Wikberg.

Running a grocery store in the Swedish highlands means that you need to handle both peaks and valleys, and to live with sales that fluctuate depending on the season and snow conditions.

“We experience prodigious seasonal variations. Over the Christmas and New Year period, trade is always robust while January is pretty slow as it’s too cold here. But from week five and up to Easter we have our peak season,” says Nils Wikberg, who runs Ica Nära Fjällboden in Hemavan with his wife Grete Tjuven. However, over the past 15 years, the

seasons have been extended with more tourists arriving both in the summer and autumn. In addition, Ica Nära Fjällboden has expanded its operations and opened an entire mall adjacent to the grocery store: Bayhill Center with a total of nine shops selling everything from clothes and shoes to interior decorations.

“It means that we have moved from an annual turnover of SEK 30 million to SEK 130 million,” says Nils Wikberg.

He has been applying digital price labelling since 2008.

“The main advantage is that we always have the right price at the shelf edge, which gives peace of mind to both the customer and to us. A single button press is all that is required,” says Nils Wikberg, who remembers how both he and former employees had acting fingers and broken nails after pulling off countless outdated price tags and labels.

“Now there is always good order in the store. Previously, it could look really messy with various kinds of labels at the shelf edge and where some could be crooked or covered each other.”

Nils Wikberg is totally convinced that electronic pricing is an investment that will pay off. “Both because it’s quick and easy to adjust prices, which reduces staff costs, and it means that the price is always right. If we need to introduce a price in-

crease in the middle of the peak season, or if we run something as a special, there could be hundreds of products involved. Every minute saved is then worth a lot.”

And speaking of prices, Ica Nära Fjällboden is testing a new initiative in 2017, where the locals enjoy a five per cent discount on all products one day of the week, on Tuesdays.

“We do this because we want to reward those who live in the area and to make them feel comfortable with our pricing policy,” says Nils Wikberg.

This is StrongPoint

StrongPoint knows how to run a profitable store. We have the knowledge and solutions to solve the problems and bottlenecks retailers face in their everyday work. We know how to lower costs, increase productivity, enhance security and improve the shopping experience in the store. We achieve this by analysing and improving how cash is handled, how shrinkage can be prevented, how pricing is performed or how the checkout area can become more efficient.

We know that the systems we install meet a retailer's high demands. In most cases we develop, install and provide the ongoing service of the product ourselves. Doing so, we can guarantee that everything runs hassle-free and on the retailer's terms.

Reliability, integration and usability are what we strive for when developing new products. There is no room for systems that cause any troubles in a retailer's stressful workday. We are proud of the fact that we have systems that can still run up to 15 years in a store.

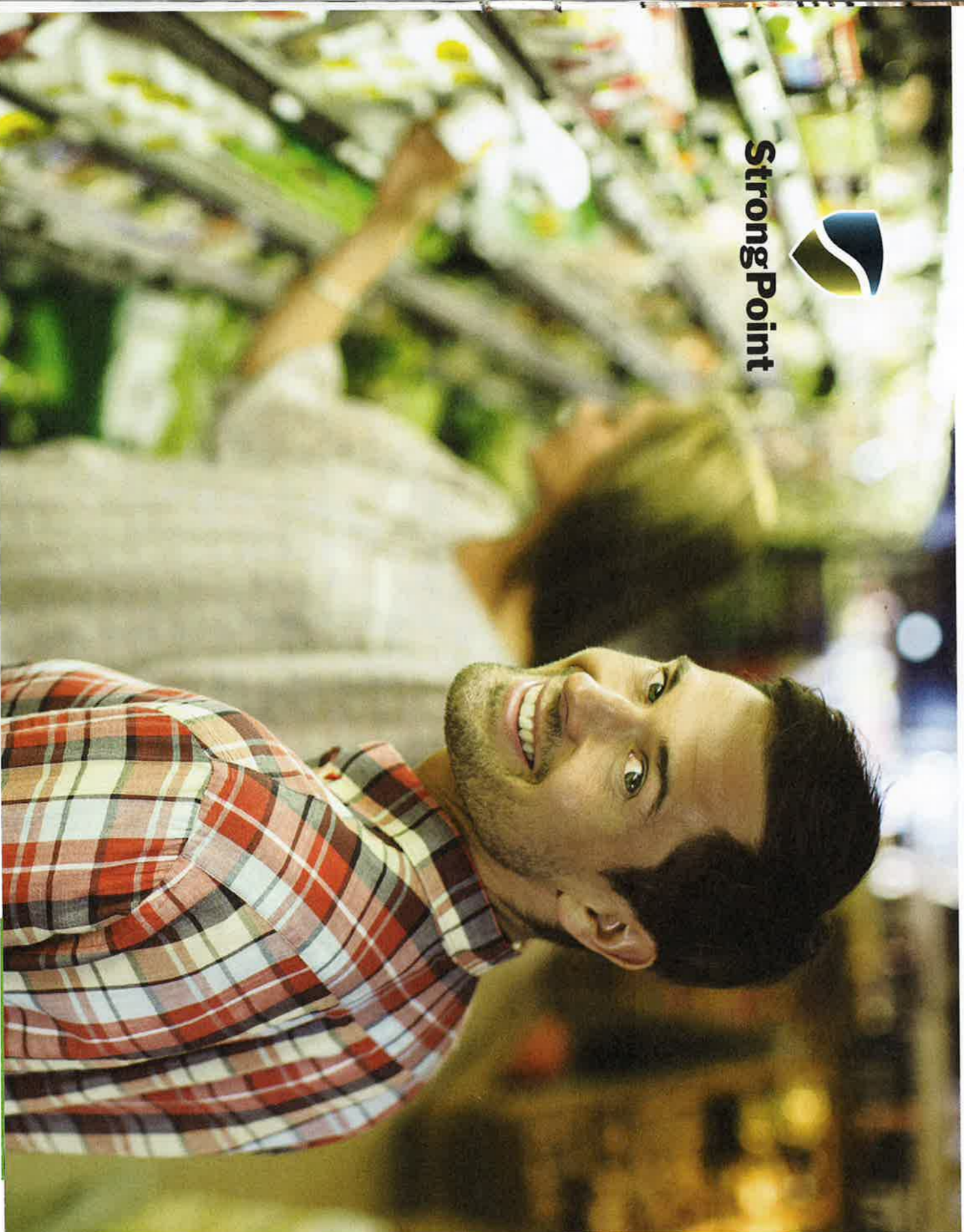
For an environment with technical solutions to be effective, they have to communicate with each other. We are therefore actively working on creating updated integrations with the common POS- systems and other third-party software providers.

With StrongPoint as a partner, retailers can be sure that the store runs optimally with smooth routines. This enables retailers to focus on the customers. StrongPoint takes care of the rest.

Read more about us at www.strongpoint.com or send us an email at info@strongpoint.com.



StrongPoint







StrongPoint

**Transforming the way
retailers do business**

10 OUTLOOK

DIGITAL. The Meny store in Tolvsrød in Tønsberg, Norway, has opted to install digital billboards in the deli-casenssen and bakery departments in addition to digital shelf labels.



Digital signage provides

EFFECTIVE. Stiff competition from discounters and constant price changes and promotions make Pricer's system particularly compelling and useful to Norwegian stores.

"The system saves us many hours. But above all, we ensure the customer gets the right price," says Magne Gjerstøe, Meny Tolvsrød.

The Meny store in Tolvsrød in Tønsberg in southern Norway installed Pricer shelf labels four years ago, a move that has saved our staff a lot of time but most importantly the system provides customers with peace of mind in terms of prices.

"You will always automatically see the right price at the till," says Store Manager Magne Gjerstøe (1).

"The system is dependable, operationally sound and you can get more information from the labels, such as through bar codes and QR codes.

The Meny store faces a challenging competition scenario. There are four other grocery stores within a two kilometre radius and a price war is a common everyday challenge.

"All chains keep a watchful eye on



each other and on pricing policy. This means that we adjust prices on a regular basis, a task that was once extremely time-consuming," says Magne Gjerstøe. "This work is now done with just a few keystrokes.

The store is 3,000 square metres large with a turnover of NOK 185 million and needs to keep track of almost 11,000 items.

"Pricer's ESLs are easy to use and operationally reliable. We have also opted to install digital billboards in the deli-casenssen and bakery departments. This allows customers to easily see the price of each loaf of bread, for example. It also simplifies the work for us as we vary our offers from day to day."

Pål Haukedahl (2), Sales Manager at

OUTLOOK 11

4 WAYS TO FACILITATE IN THE STORE

HELP CUSTOMERS TO FIND THEIR WAY AROUND

Optimises the customer's shopping experience by using Shopper guidance, which connects a digital shopping list to the current store layout. The customer creates a shopping list on their mobile phone or tablet and can then save the location of each item on the list. The customer is guided along the shortest path to the location of each item on the list.

STREAMLINE E-COMMERCE PICKING

Pricer's communications platform helps stores that pick e-commerce orders as a way of streamlining their work. The staff member receives a picking order on his mobile phone or PDA and is guided along the quickest route through the store to the shelf. Here the Smart-Flash tag flashes to identify where the goods can be picked.



FACILITATE DAILY OPERATIONS

A large portion of the store work is done "on the floor" at the shelves. All store managers and even staff members are familiar with this. In order to keep track of all the day's work tasks, you have Pricer Task Management which shows the way to the right shelf and then each individual item where the work tasks can be performed. Once the operative has completed the task, he or she only has to scan the item and that particular task is therefore concluded.



SEND TARGETED PROMOTIONS

Departmentalise your store, "fence" in if you prefer, using the Geofencing program. When a customer enters the digitally divided area Geofencing can sense this, and the store can send a promotional offer directly to the customer's tablet or mobile phone. Or why not just a pleasant welcoming message?



CLEAR.
Digital billboard screens are clear – and at the same time sales-oriented.



time for other tasks

StrongPoint Norway, says that the major price pressure experienced on the Norwegian market along with the many price campaigns that the stores use to attract customers make electronic shelf labels particularly interesting.

"Pricer completed its first installation in Norway in 1999. There are now 1,500 stores, of which at least 1,300 are grocery stores with ESL," says Pål Haukedahl.

"I would say that changing prices manually in the Norwegian retail sector is virtually impossible.

In north-western France, the consumer cooperative Coop Atlantique has installed Pricer's ESL system in 35 of its 60 Système U stores. That the chain is ple-

ased with the initiative is obvious:



"The principle benefit is the time saved," says Sébastien Guennu (2), IT Project Manager at Coop Atlantique.

"But of course it is all about ensuring price information to consumers as well. French customers are very accustomed to electronic shelf labels and do not want to see the wrong price at the checkout."

How much time does the system save for staff?

"I would estimate around 20 minutes per day per employee. That is a considerable amount of time over a year."

Do all departments use ESL in the store?
"First and foremost it is the fresh-goods



departments and colonial produce shelves where the work on prices requires the most time. For reasons of cost, not all departments use electronic labels but we have started to introduce them into the non-food departments," says Sébastien Guennu who also thinks that there is an aesthetic aspect to electronic shelf labels:

"They look good!" he says.

Laure Omnes, Global Marketing Manager at Pricer, says that the differences between French and Swedish stores are smaller than you might think.

"However, some chains in France update prices as often as five times a day. And that of course increases the need for a simpler price information system."

12 CURRENT



CUSTOMISED. Coop Väst subscribed early to the digital bandwagon. One of Pricer's sign models is specifically designed for the retail chain. PHOTO: LITZA EDMAN

Technology is a matter of course in all new Coop stores

PRECURSOR. At a central level, Coop has opted to install electronic shelf labels. Several stores are already using this technology.

"It saves us time in the store," says Mikael Mattsson, Marketing Manager at Coop Väst.

Coop in the Nordic countries are some of Pricer's biggest customers. The cooperative has installed the company's systems in over 100 stores in Sweden, Denmark and Norway.

Pricer has a framework agreement for electronic shelf labels with Coop and has been assigned preferred partner status. Additionally, Pricer secured an order for 150 systems in Norway last year when Coop Norge took over the former ICA stores which were converted to Coop Extra. The order was worth SEK 110 million.

Behind this investment, and Coop's long-term cooperation strategy with

Pricer, is an ambition to assure the quality of the stores by having the correct prices, by streamlining store operations and by simplifying and making life easier for the consumer.

Pricer has also adapted one of its signage models specifically to suit Coop's needs. One of the store-driving cooperatives, Coop Väst, embraced the new technology from an early stage.

"We started using electronic shelf labels about ten years ago," says Marketing Manager Mikael Mattsson.

"It facilitates price adjust-



Mikael Mattsson

ments, both up and down, it saves time in the store and makes information on pricing a lot clearer for our customers."

The cooperative was formerly known as Konsumentföreningen Bohuslän-Älvsborg, but was considerably enlarged in 2015 when it was merged with Coop Medlem Väst and acquired 36 stores from Coop Sverige. Coop Väst now has 65 stores in Western Sweden, and enjoys an annual turnover of over SEK five billion and 2,300 employees.

Electronic shelf labels are currently being used in 20-25 of the cooperative's major units: supermarkets and large stores. And when it comes to expansion, the technology is included from the beginning. The coming year will see new stores opening in Trollhättan, Partille and Kongahälla (Kungälv).

How has customer reaction been?

"Nowadays we see almost no customer reactions, which was

not how it was in the beginning. Some people complained that the signs were difficult to read. But now the signs are better and clearer," says Mikael Mattsson.

How does the system work?

"Generally very well. When it is first introduced into a store, it takes a while before everyone feels comfortable with the system. But experience shows us that once installed the technology works superbly."

It facilitates price adjustments, saves time in the store and makes information on pricing a lot clearer for our customers.

Expert: Flexible prices are the future for retailers

CHANGE. Future pricing is more dynamic and means that prices of both goods and services are being constantly updated.

"I think we will start to see more stores experimenting with their pricing," says Jonas Arnberg, Chief Economist at Svensk Handel (the Swedish Trade Federation).

The price of a theatre ticket varies depending on the age of the visitor. A beer is cheaper when the patron buys it during happy hour. And at the market stall, you can often haggle to get cheaper flowers or a handful of extra cherries if you are a good customer.

The price of a theatre ticket varies depending on the age of the visitor. A beer is cheaper when the patron buys it during happy hour. And at the market stall, you can often haggle to get cheaper flowers or a handful of extra cherries if you are a good customer.



Jonas Arnberg

"Prices don't have to be static. People are always willing to pay more for a bottle of water at the main railway station than for the same water at the supermarket. This willingness to pay depends on the situation," says Jonas Arnberg, Chief Economist at Svensk Handel.

In some industries, there is a greater acceptance of dynamic pricing than in others, such as in the hotel and travel industry. Jens Nordfäll, doctor of in-store marketing and expert on shopping behaviour at Handelshögskolan (the Stockholm School of Economics), believes that trade can benefit by being inspired by this, not least for ensuring a smoother flow of customers through the store:

"There are many stores that give pensioners discounts on certain days. This could be developed to attract customers to certain departments and at certain times.

He also believes in developing dis-

counts depending on how good the customer is, as this benefits both the store and the customer, while also demonstrating a clear logical path:

"Customers need to know and feel that they have control over their costs, otherwise the desire to open their wallets drops," says Jens Nordfäll.

Dynamic pricing should not be perceived as an avenue for the store to take advantage of the situation to maximise profits. Raising the price of chilled drinks because of a hot spell does not feel as justified as raising the price of chocolate when world prices go up, or when Swedish butter suddenly becomes a scarce commodity. Clear communications are therefore vital.

But does it pay to drop the price?

"A third of all people are known as economic customers who shop when there are special offers to be had and who make an effort to secure a discount. There are people you can attract using these types of activity and thereby increase your market share," says Jens Nordfäll, who thinks that trial and error is a way of identifying what works and what does not work thereby ensuring that dynamic pricing does not eat away at your profits.

"You maybe have a store that loses sales during the worst of the rush period as people choose to avoid the crowds and can not be bothered to queue. It might then be profitable to control customer flows by lowering prices," says Jens North Field, and explains that smart price cuts can also be synchronised with reduced staff costs as the need for extra staff at peak times decreases.

THE WILLINGNESS TO PAY IS GOVERNED BY THE SITUATION

FLEXIBLE. Customers today accept paying virtually double for certain goods, depending on where they are sold. But in the future the forecast is for different prices, even in the same store.

PHOTO: ANDREAS RANSHOLM, PETER MANNISON



WHAT OTHERS DO

1 The online giant Amazon.com updates its prices every ten minutes, based on the huge amount of "big data" that the company is constantly gathering. The advantages are obvious. When demand is low, temporarily lower prices drive up sales. And when demand is high, temporarily higher prices can improve your margins.

2 The Pontus in the Park restaurant in Stockholm has three different price levels over the lunch period to ensure a more even spread of customers as a way of reducing stress and congestion. The regular price for lunch, SEK 119, is paid by guests coming during the high-intensity period between 11:30 and 12:45. "Early birds" who take lunch before 11:30 pay SEK 105, while "late birds" dining after 12:45 pay SEK 95.

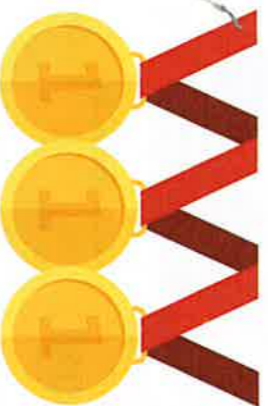
3 The travel industry has long applied the dynamic pricing method, where the price level is determined at the time the customer books their ticket, as well as the level of demand at the time. This means that you can buy much more expensive, or much cheaper tickets later. For those who book far in advance, the ticket price is usually very beneficial as few places will have been reserved.

14 LITTLE THINGS



DID YOU KNOW THAT...

...Shell's flagship convenience stores, De Lucht-West, was awarded the prestigious Dutch ICT Retail Award in 2008 for its innovative retail concept Flexpricing with Pricer's ESL. The system makes it possible for the store to apply flexible pricing in its round-the-clock operations and increase customer satisfaction with promotions at the appropriate time.



...Pricer won three international awards in 2015. In February, it was nominated as having the Best Customer Experience at the EHI Retail Technology Europe Awards.

In August, Pricer won the trade magazine Lebensmittel Zeitung's supplier price Top Retail Supplier 2015 Award for its support to Carrefour in developing an innovative mobile retail commerce solution.

In December, Pricer was awarded the Innovation Trophy 2015 in the category Store equipment by the French retail magazine LSA.

...using SmartFlash which is a wireless flash function for shelf labels. Pricer's platform solves a number of critical in-store business issues, such as the picking of online orders and indoor navigation for consumers. Stores can also use SmartFlash for targeting marketing campaigns at specific consumers.



minutes. The French food retailer Coop Atlantique saves 20 minutes per employee and day after installing electronic shelf labels.

Here is Pricer's journey – compared to that of mobile phones

Technological development over 25 years. A comparison between **Pricer** and the history of **the mobile phone**



The first major order from Metro in Germany, which involves installing the Pricer system in 53 stores.

Pricer is listed on the Stockholm Stock Exchange's O-list. Ericsson's first mobile phone for the wider public, the GA 318, was launched.



French Carrefour installs the Pricer system, starting in France and the following year in Spain and Italy.

Spanish Cepea orders 100 installations of Pricer's ESL system for their Promimer stores. Steve Jobs presents Apple's first iPhone.



A new graphic label is launched, DotMatrix DM200C, with large signs to display prices. The new Lockline range provides retailers with labels that lock into the shelf edge.

Pricer launches a new digital strategy that provides the store with a solution not only for pricing but also for efficiency, consumer contact, promotions and forecasts. Carrefour Villeneuve la Garenne is the first store to use the integrated solution with indoor navigation, mobile shopping and graphic SmartTag labels.

Pricer celebrates 25 years and has delivered more than 140 million electronic shelf labels to 15,000 stores in some 50 countries. A new label with the option of both a black and red screen is launched.



THE PANEL 15

**EASY HANDLING, IMPROVED SAFETY AND CUSTOMER SATISFACTION.
THREE STORE STAFF SHARE THEIR EXPERIENCES WITH ELECTRONIC SHELF LABELS.**



ANDERS CARLSSON
CEO, HYLTE JAKT & LANTMAN

YES, IT CAN BE. Especially if you run an omnichannel retail operation and need to have a straight price line. As a trader, it can be a problem as you do not always have time to update prices out on the shelves. And you get the result that prices are always too low.



MIKAEL CARLSSON
STORE MANAGER, ICA MAXI, BORÅS

YES, IT CAN BE THE CASE if the customer feels that there is one price out on the shelves, but another when they get to the checkout. Getting prices in sync is simply a question of credibility. If we do not, this can rapidly lead to dissatisfied customers.



HELENA NILSSON
ACTING STORE MANAGER, COOP EXTRA, NACKSTA

YES, DEFINITELY. Customers naturally want to pay the price stated on the shelf. Confidence may be damaged if we do not keep our promises, so it is crucial that there are no mistakes.

Is faulty pricing a problem in the trade?

What are the main benefits of an electronic pricing system?

THE BIGGEST BENEFIT is that the prices are always correct. You do not need to replace them manually, but by simply loading new profiles with a single keystroke in real time. Another benefit is that it is easy to update the price several times over the course of a single day.

WE ENJOY MUCH GREATER peace of mind with the right price displayed on the shelf. However, this could of course involve human error as someone needs to enter the price. But we can definitely minimise errors using the electronic pricing system.

THE RISK OF ERRORS IS minimised in that we can link the right price directly from the computer and out on to the shelves. When we do this manually, things can happen along the way, so it feels much safer to update prices electronically.

YES, I THINK SO. For example, if there is a change in the weather. If you then have products that are in demand, I see potential in raising the price temporarily, by say ten per cent. For our part, we follow the market and keep an eye on price comparison websites. We update our prices when we need to.

NO, I FIND THIS HARD TO VISUALISE. We have a pricing system that we stick to and I think it would send out strange signals to customers if we started changing prices. Certainly over the course of the day anyway.

IT'S NOT SOMETHING I've thought about, nor something we do consciously. Sure, we change prices and sometimes sell out goods, but we observe the central price structure whenever we can.

Will there be a more flexible pricing strategy in the retail trade in the future?

Major price fluctuations in food retailing

Food prices are constantly changing. In total, the consumer price for food has grown by 31 per cent between 2000 and 2015 according to figures from SGB (Statistics Sweden). The biggest rise was the price of fruit which jumped by 69 per cent over the period. For vegetables, the price increase is slightly lower at 23 per cent.

Fruit and vegetable prices are the most frequently updated items in a grocery store and which consumers

are most accustomed to seeing go up and down. But other group categories are facing major price fluctuations, both up and down.

Between 2004 and 2005, prices decreased in most product groups, and the total decline in food prices totalled nearly one per cent.

"Changing prices daily would be most logical and fair for both consumers and the trade," says Lena Svensson, consumer expert at consulting firm LPI.

"But that would involve too much work for most of the stores for it to be a realistic option.

However, Lena Svensson points out that in many other parts of the world, such as in large retail chains in the US and the culinary nation of France, it is much more common to see regular price changes, both upwards and downwards. "It is not unusual for prices at a vegetable stand to change five times a day," she says.





Retail has changed a lot since the 1950s Why waste time on old fashion price tags?



Take control with electronic shelf labels

Pricing of products is one of the most labour-intensive activities in the store. In most cases, pricing involves a lot of tasks. This makes the process vulnerable to human errors. Various promotions further add to the complex process

Electronic Shelf Labels give you full control on pricing, eliminating all traditional sources of error between the store's cash register system and what is presented in the store. Customers always get the same price on the shelf as at the cash register because the prices on the shelves are obtained directly from the store computer system. This creates safety for you as a retailer, and helps to maintain good customer relations.

