

Digital Pricing Solution

Control your *pricing* and labour costs



Remotely manage and control pricing from a central location with

Promotions can start and end before retailers have had a chance to adjust shelf pricing, resulting in loss of turnover and disappointed customers due to inaccurate shelf pricing.

Head office or distributor often creates promotions with suppliers. These cost-saving promotions are sometimes crucial for community stores to remain competitive against larger retailers.

However, these deals create the need to update prices more frequently within your store and lend themselves to a time-consuming exercise.

With EM ESL, the electronic labels are synced with your EM Cloud™ and EM Pos™ system, updating automatically as per settings.



Be Smart - Go from Paper to ESL

Paper Label



- Removal of shelf labels (environmental issue).
- Doubling up on labour due to a typo or incorrect placing.
- Customizable content.

ESL Label



- Real-time process check function.
- Real-time stock check.
- Customizable layout.



Optimise margins

Optimise margins by adjusting pricing as your variable cost changes, for example labor costs on weekends and evenings.



Consistent margins

Keep margins consistent by acting quickly when wholesale prices changes.



Inaccurate pricing

Avoid loss in revenue due to inaccurate pricing between shelf price and pos pricing.



Save on labor cost

Reduce labor cost, by updating pricing with a touch of a button.

EM ESL Range



10 Years Battery Life *Replaceable

Superior energy efficiency for longest battery life in the market. All batteries can be replaced.



10 X Faster Update speed

Average 5 second update speed



Multi- Function

LED, Button Up to 7 Pages, NFC, LBS

Fruit and Veg Solution

Change how you manage pricing in your fruit and veg department.

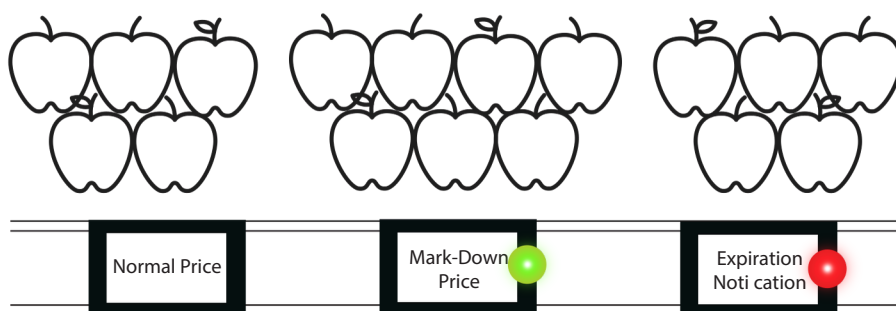
Why our EM ESL solution is the best option for handling your fresh produce.

There's nothing worse than having your products expire when managing fresh produce. It can damage your store's reputation and be expensive to address.

Each year, businesses generate tons of food waste worldwide. EM ESL is an excellent tool for managing the shelf life of your fresh produce. Using EM ESL significantly reduces human errors and food waste in your day-to-day operations.

In addition, unlike paper labels, EM ESL lets staff focus on customer service, providing the best possible in-store shopping experience.

EM ESL will empower you to automate your fruit and veg department operations and manage the shelf life of your produce. EM ESL can automatically add a discount notification to items nearing their use-by-date, helping reduce food waste through streamlined inventory management and an LED alarm function.



ESL Performance

Fastest Update Speed on the market / Real-time Dynamic Pricing Available



Benefits of EM ESL Real-Time Speed



Less risk for updates during store hours



Shorter data transfer duration between ESL and POS



Faster installation and easier deployment



Faster LED response for efficient Pick-by-Light application





ESL Resolution Performance

Industry-leading display resolution with up to 30% increased resolution for a crisper and sharper image.



Company H
112 dpi
(296*128)

70% More Clear
Information



EM ESL 2.9"
144 dpi
(384*168)



1.6": **188 dpi** (vs 140 dpi)
2.6": **152 dpi** (vs 112 dpi)

2.2": **156 dpi** (vs 111 dpi)
2.9": **144 dpi** (vs 112 dpi)

* Increased resolution is for the smaller tag sizes listed, and is not for all tag sizes



Built-in NFC functionality for mobile device interaction.



Inform of product ideas (Recipes, review, product pairing)



180-degree LED viewing angle increases viewing range and allows customers to see from the side.



Designate different LED colors to define specific promotions or messages.



1 hour usage a day still gives you 5 year life.



LED patterns can be configured from the server for custom blinking.



Sending customers to a voucher page.



Send additional product information.



Direct to on-line order site when product is out-of-stock at the shelf.



7 color options allows for more simultaneous use by color coding customer or store associate.



Applications such as digital voucher, pushing additional marketing material, website direction and more.

ESL - 7 Page Storage



Up to 7 pages of storage.



Page flip via EM ESL Remote, PDA App, built-in buttons, or the server.



Each page can have a different layout: additional product information, special promotions, inventory information, etc.



Page flipping can also be scheduled in advance through the server to prepare for flash sales or updates.

Product Details and Reviews



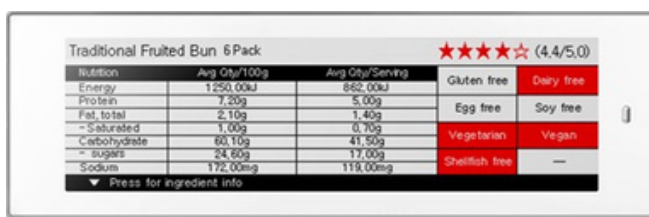
Normal Price



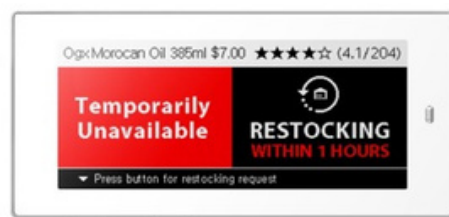
On Special Price



Multi-Buy Price



Allergen Information



Out of Stock

ESL Durability



Dustproof

IP67 Dustproof protection from contact with harmful dust.



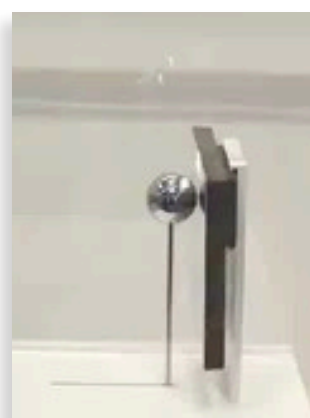
Waterproof

IP67 Waterproof protected. Immersion in water of up to 1 meter depth for up to 30 min.



Frozen

Smooth at -25°C.



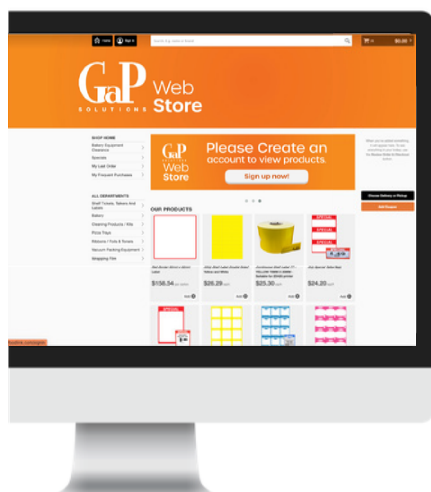
Protection Cover

Protect display & resistant by front window cover 323kg m/s² shock resistance.

ESL Operating Features

EM ESL Real Time Synchronisation Solution

ONLINE STORE



OFFLINE STORE



Experience the Benefits

Reduce Costs

Save Time

Serve More Customers



Contact GaP Solutions

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GaP
SOLUTIONS