



SISA takes a fresh approach to shelf edge labelling

ZBD's epop solution brings graphical content to the shelf edge

As one of Italy's largest grocery store operators with over 1000 stores, SISA supermarkets are owned and managed by individual store managers grouped within a cooperative company.

SISA is renowned for using innovative technology within their stores to deliver a superior customer experience to thousands of shoppers every day.

Proxima-Centauri Informatica, the POS specialist, works with a number of stores within the SISA Nord-Ovest region, and introduced them to a new shelf edge technology from ZBD, a British company that specialises in LCD display technology for the retail industry.

ZBD's epop (electronic point of purchase) displays can be installed at the shelf edge and combine a high resolution LCD display with a small communications device that can wirelessly update individual displays, a store or an entire retail estate at the touch of a button.

Proxima-Centauri, ZBD's Italian partner, worked with both Market 83 and Supermercati BIG stores in the SISA Nord-Ovest (North West) region, to implement ZBD's epop solution within their fresh produce departments.

ZBD interviewed store managers Stefano Barzagli (Market 83) and Dario Mapelli (Supermarket BIG) to find out how their stores, and their customers, are benefiting from adopting this new technology.

Both stores were previously using traditional paper labels to display pricing and provenance information within their fresh produce areas.

Unfortunately, paper labels are often error-prone, and require a lot of labour and resource to print the labels and then fix them physically to the shelf edge. Time savings were one of the main reasons for testing ZBD's epop solution initially, combined with the fact that the solution is extremely light touch, requiring no wires or cables to be installed.

epops within the fresh fruit counter



epop clearly displaying pricing and provenance information within the fresh meat counter.



"We expect to see a quick return on investment"

Dario Mapelli, Supermercati BIG

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Save time, money and improve customer experience

In addition, because Italian fresh food labeling laws are so strict, detailed information must be displayed at point of purchase, with heavy fines imposed on retailers for non-compliance. Both stores were keen to reduce the fines from displaying incorrect provenance information.

Fast return on investment

Located in Bernareggio in Milan's province, Supermercati BIG has installed epops within their fruit and veg department, and they plan to implement them within the delicatessen and fresh meat areas soon.

Commenting on the displays, Dario Mapelli, Supermercati BIG said, "The main problem we had with using paper labels was the time we wasted in printing our paper labels from a spreadsheet, and then physically placing them on the shelf. We had to do this every time we changed a price. With epops, we have saved so much time." He continues, "We expect to see a quick return on investment because of the time we have saved printing labels."

Discussing how customers have welcomed the introduction of electronic shelf labels, he concluded, "Our customers are asking us when we are going to implement epops throughout our store!"

Market 83

Stefano Barzaghi is the Store Manager of Supermarket Vimodrone, Milan. They have implemented a number of epops within their fruit and veg and meat departments, and following the success of the solution so far, they are also planning to install epops within their delicatessen.

More responsive pricing

Commenting on how they displayed pricing and provenance information previously, Stefano Barzaghi said, "We were using paper labels that were printed off weekly, and then disposed of. Store staff had to print and then waterproof the label and then they had to place the labels onto the shelves, which took a lot of time."

Stefano continues, "Using epops means we can update the displays in just one step, so we can be much more responsive with our pricing, whilst saving time."

Stefano concludes, "We have had a lot of positive feedback from our customers, so much so, that we are currently evaluating implementing epops throughout the entire store."

The original paper price tag within the SISA deli counter was difficult to read and took time to print and waterproof.



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Store Manager, Supermercati BIG



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