

# ESL

## ELECTRONIC SHELF LABELS



The image displays several Electronic Shelf Labels (ESL) for various products:

- Smartphones:** A large label for the Star A31 smartphone, showing configurations for 64GB, 128GB, 256GB, and 512GB RAM with prices ranging from \$299.98 to \$559.50. It also lists features like 6.4" display, 48MP camera, and 546 Facebook Likes.
- Coffee:** A label for Mini Orange Lemon & Lime 6 X 80ml coffee for \$1.90, and another for Single Flavor Cold Brew Coffee for \$0.50.
- Supplements:** A label for Odourless Fish Oil 1500mg, 200 Pack for \$13.18 (15% off U.P. \$15.50), and Vita Cummins Multi Vitamin & Omega3, 50 Pack.
- Meat:** A large label for British Lamb Cutlets with a Special Offer price of \$25.99/kg (U.P. \$28.99/kg).
- Other:** A label for BREW French Coffee Capsules for \$8.95.

# WHAT ARE ESL?

Setting new standards in customer experience and store efficiency, DIGI Electronic Shelf Labels (ESL) are based on simplicity - simple infrastructure, simple to manage and simple customer interaction.

Our solutions include electronic price labelling for general store shelving, refrigerator and freezer shelving as well as butchery, deli and seafood labelling that connect seamlessly with Wedderburn's weigh labelling scales. Enhanced functionality delivers real-time and meaningful benefits to all stakeholders including lowering costs, increasing sales and better staff motivation.

## BENEFITS OF ESL



### Improved pricing accuracy

ESL eliminate the need for manual price updates. Reducing pricing errors and improving pricing accuracy.



### Real-time pricing updates

Stay competitive in a fast-paced market with real-time updates. ESL enable retailers to quickly respond to changes in pricing or promotions.



### Reduced labour costs

ESL eradicate the need for manual pricing meaning reduced labour costs and reduced operating expenses on paper tags.



### Increased efficiency

ESL can be managed from a central location, making it easy to update pricing across multiple stores or departments. Streamlined operations and improved efficiency allowing staff to spend more time focusing on the customer and replenishing stock.



### Enhanced customer experience

Up-to-date pricing information and improvement in the overall shopping experience. ESL can also be used to display additional information with the use of QR codes or NFC Technology.



### Improved inventory management

ESL can be integrated with inventory management systems with information available on the tag, allowing retailers to track product availability and reduce the risk of out-of-stock items.



### Customisation

Our ESL can be tailored to match your branding including features such as QR Codes and NFC Technology that can provide access to additional product information like allergens, detailed specification, recipes, promotions.



### Powerful in store promotion

Get creative with your advertising and utilise the ESL HD 4-colour ePaper display, 7-colour LED light and shelf talkers to attract attention.



### Peace of mind

Each tag update is acknowledged by the individual electronic tag and feedback reports can be sent via email.

# BASIC FEATURES

## LED flashlights (7 colours)

Make your ESL stand out with the use of colourful LED flashlights.

## Split screens

Save space and advertise multiple products on the one ESL.

## 6 display sizes\*

Utilise a variety of sizes to suit multiple applications.

## 4-colour display

Create striking tags that align with your branding.

## HD ePaper display

Design your tags with the assurance that they will always look clean and clear.

## Shelf talkers

Add eye catching recyclable cardboard displays to your ESL to advertise specials.



# ESL SIZES

7.5

4.2

3.7

2.9

2.1

1.5

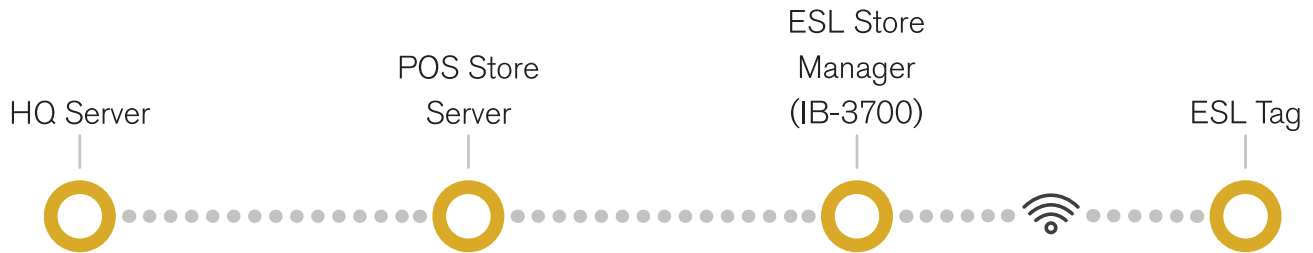
# SUITABLE FOR A RANGE OF INDUSTRIES



\*available with selected variants



## HOW IT WORKS



## WHY WEDDERBURN?

Founded in 1896, Wedderburn is an industry leader in the retail industry, specialising in ESL (Electronic Shelf Labels) solutions and providing exceptional support to independent retailers across Australia. With millions of ESL installations across Europe, Asia and USA over many years, DIGI has emerged as the premium supplier of electronic shelf labels.

We're a 100% family owned, Australian business. We deliver quality products and services, take a customer centric approach to business and cultivate strong partnerships with our suppliers through dedicated Account Managers and Representatives.

There are currently 18 Australian offices and 10 offices in New Zealand, and over 350 employees combined. All the offices are strategically located in high-density population centres with large industrial and commercial infrastructures. We also have a network of dealers located in important regional centres to support our sales and customer service activities.

## CONTACT US



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