

INNOVATIVE DIGITAL SOLUTIONS





The digital shelf – let the journey begin.

Digital merchandising allows your business to significantly influence the personal shopping experience and to better the 'journey' of each of your customers. Implement a dynamic, flexible and interactive approach to product presentation and communication, and see the results in terms of better control, happy customers and increased sales.

The digital shelf can provide both an in-store and remote-location shopping experience. Connecting the digital shelf to both your EPOS and automated picking systems, brings new possibilities, in terms of product presentation, product diversity, as well as home delivery or 'click n collect' services. Gain that important edge on your competitors, by integrating digital shelves, information points and self-service terminals within any area of your retail store.

Optimise product presentation.

- Present high impact, high definition product packaging with all information.
- Show a broad range of products.
- Resent products as large or as small as required.
- Actual by the minute pricing and offers displayed.
- Reduce product theft.
- Present product information in multiple languages.





Optimise time and resources.

- Present any number of shelf themes across any number of displays.
- One system – full synchronisation.
- Maximise staff resources by initiating a more efficient working procedure.
- Connect to automated dispensation for fast and efficient service.
- Connect to EPOS system for automated pricing.
- No need to organise, clean, re-arrange or refill shelf products.
- No need to amend or renew costly point-of-sale material.
- Control the content of each digital shelf locally or from head office.

Create a flexible approach to sales.

- Integrate displays within counter-tops, furniture and information terminal.
- Use software in combination with hand held devices.
- Offer a 'meet and greet' customer experience.
- Staff use the consultation tool to find the right product for the customer.
- Customers use the consultation tool as a self-service tool.
- Improve product cross selling opportunities.
- Better control of product stock-levels (low-margin products).
- Integrate click & collect, loyalty card and quick payment services.

**Click &
Consult**

**Click &
Print**

**Click &
Collect**



Consultation tool.

Developed together with approved industry professionals, our consultation tool allows you and your staff to advise and consult on a range of health topics, in a focused and efficient way. Clear to understand graphics, guide you to your 'end-shelf' and your individually selected products. Over 150 pre-determined shelf-categories are available and ready to use.



Maintain discretion.

Integrate displays within the service-counter, and provide your customers a consultation service that is more private. Possibilities for display integration within all types of furniture is possible, and our design team will work closely with you to find the correct solution that meets your exact requirements.

Inform – Order – Print.

Incorporate information terminals for customers and staff to use in other parts of the pharmacy. Present videos and advice on travel and health-care. Broaden the product range made available to your customers, particularly in the area of cosmetics. Print receipts for products to be ordered, collected or delivered at a later date. Integrate loyalty card use with payment systems, to create VIP quick-collection services.





E-commerce – digital direct marketing solutions.

- Individuality through customisation – flexible, intuitive, uncomplicated software controls all aspects of the digital shelf.
- Present product offers, advertising and video – engage further with customers.
- Modernise, change, adapt store layout and appearance without significant merchandising costs.
- Rent or sell display space and product placement time to potential sponsors or partners.
- Create a dynamic, reactive, engaging, digital communication environment.



Our Service



