

ESL Technology



PO Box 941 Sanctuary Cove
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Benefits of ESLs

1

REDUCED LABOUR

- Prices are changed digitally, with no assistance from floor staff.
- Order picking & restocking can be implemented quicker, using LED lights on the labels.

2

MARGIN OPTIMISATION

- ESLs enable an agile pricing strategy, keeping margins consistent against fluctuations in price changes.
- Automated price reductions for perishables.
- Automated price reversion after sale has finished.

3

PRODUCT MARKETING

- Display product rating on the label screen.
- Use QR codes to direct customers to product specs, guides, and comparisons.
- QR codes enable online functions like “join member club” or “save to project.”

4

PROMOTIONS

- Run more Promotions with agile pricing.
- Never miss a brand promotion because you cannot execute the offer.
- Tailored promos delivered at the shelf edge, based on purchasing data.

5

CUSTOMER EXPERIENCE

- QR codes give customers access to more product information, specials, offers, “save to wish list” functions
- Way finding can be used to guide customers and products.
- Staff are freed up to advise and help customers.

6

EFFICIENT OPERATIONS

- Environmentally friendly and economical.
- LED lights on labels assist: restocking, promo signage and order picking.

7

ACCURACY

- Backend data is synchronised with the shelf edge, so product prices are always accurate.
- Compliance is assured
- Reporting: shows label update status.





Product Descriptions



PDA READER

Dual-Band Wi-Fi

UROVO CT58
5.5-inch touch screen (720×1440)
5000mAh Battery
Octa-core 2.0 GHz
4G Connectivity



BASE STATION

Wireless

Dimension : 183*183*35mm
Working Temperature : 0~45°C
Power : 48V POE
Weight : 500g
Working Frequency: 2.4+5G



ESL

Label

Screen: E-ink
Battery life: 10 years
Display information: Customised,
Barcode, QR code, Picture, Logo
etc.
Available size: 1.5", 1.8", 2.1", 2.6",
2.9", 3.5", 3.7", 4.2", 4.4", 5.8", 7.5",
11.6", 13.3".

Process Flow

Hardware:

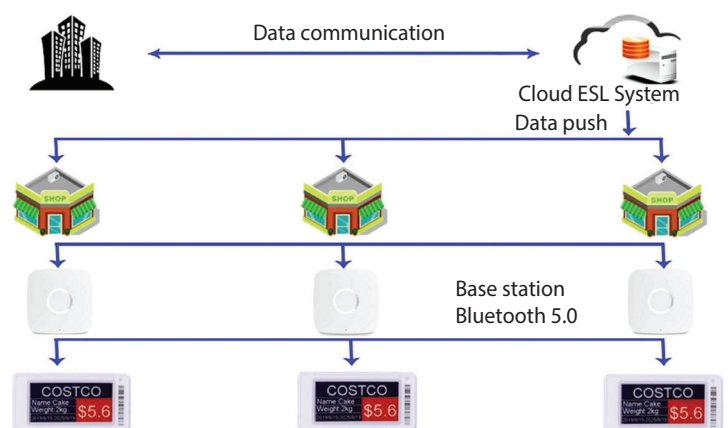
ESL Tags, Base Station, PDA Reader, Server.

Software:

ESL Control Platform, Middleware, Database.

Process:

- Your POS/ERP system sends data via internet.
- Middleware (integration) converts the data to ESL format.
- ESL Control Platform monitors and sends the data to the Base Station.
- Base Station uses RF (Radio Frequency) signal to transmit the information to the ESL tags.
- ESL tags convert the information to EPD (Electronic Paper Display).





Why Elabels?



End to end cost control with best cost and highest quality



Various architecture with SaaS and private cloud deployment



Fast response to market needs with customised solution



10+ years of wireless hardware/ software R&D experience



Dedicated brand goal and long-term partnership strategy





Success Cases

Committed to custom services and perfect solutions for all market needs.



Retail

One of the reasons that large retail chains can devote more resources to sales and marketing is that they have outfitted ESLs and integrated smart labels and IoT technologies into their own systems.

As ESLs are updated with the most recent data in a time efficient manner, stores are saved a significant amount of both time and money, which in turn equates to improved margins and increased customer satisfaction, to name just a few of the benefits.

ESL bridges the challenges of in-store management and represents a milestone moment for "New Retail". Customers who wish to be more engaged in the shopping environment and benefit from deeper connections with retailers can begin a more interactive journey with ESL.



Fresh Food

Some of the biggest burdens for the fresh-food market is the necessity to alter price labels numerous times per day due to expiration of perishables, replacing paper labels that are frequently destroyed by water, and not having the proper accessories to display product information in a smart and efficient way.

Sales and subsequent margins are affected by the necessary but avoidable usage of additional resources.

These issues can be drastically reduced with the implementation and usage of ESLs. Fresh-food stores are becoming more welcoming environments, with clean and tidy merchandising basics and smart labels to increase sales performance in a sustainable manner.

Electronics

High unit prices and insufficient product descriptions can be a significant obstacle to on-site purchasing at digital goods retailers.

Using ESLs is such an informative and progressive way for business owners to display and explain a variety of product features within seconds. In turn this makes it much easier for customers to compare, choose and purchase amongst similar models.

Customers will enjoy their journey as they can obtain sufficient and informative product data through ESLs and decide what they truly require in a quicker purchasing procedure.





Warehouse

ESLs reduce paper usage drastically and can make warehousing so much more efficient.

With the features of being well connected to ERP systems, having fully displayed item information, instant stock level update, and functional assistance of LED alert on the labels, warehouses can be assured of improved inventory accuracy, stock-out risk prevention and cost control.

Pharmacy

Medicine is a fast-growing demand in an aging society; thus, pharmacies play a crucial role in the modern retail industry.

ESLs are the right approach to merchandise medicines more carefully and rigorously, by displaying necessary information like side effects, contraindication, and a lot more detail that customers can and should be aware of at time of purchase.

Beyond that, ESLs are also fundamental to IoT systems in optimising sales performance by accurately capturing customers' needs and updating & adjusting stock for market demands.





We would love to talk with you about your ESL needs.



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