

Delhaize Belgium selects Pricer's Graphic E-Paper labels for its stores

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Pricer, the world leader in electronic labelling solutions, announced on July 17th 2012 that it received an order from one of the top 25 retailers worldwide.

Pricer can now inform that this customer is the Belgian retailer Delhaize. The project has expanded to include 27 stores in Belgium.



Delhaize Belgium, part of Delhaize Group, is a major player in retail in Belgium, where its market share is around 25% with approximately 800 stores.

"We have followed a rigorous evaluation process", explains **Tanguy t'Serstevens, Vice President Supply Chain Delhaize Belgium**. "We asked our customers, studied the ease of installation and daily operations of the labels, and also the reactivity of various Electronic Shelf Label providers. We have chosen Pricer for the readability of their display technology, maturity, ease of deployment of their solution and their two-way communication capabilities".



The Pricer DotMatrix labels offer a display with extremely clear information and high contrast. Their superiority in terms of readability is due to the use of real "E-paper technology" providing a wider angle of vision regardless of the lighting conditions.

Graphic labels can display significantly more information than just price of the product, helping both the retailer and the consumer.

"This collaboration is an important step for Pricer", says **Fredrik Berglund, CEO of Pricer**. "Delhaize is part of the top 25 retailers in the world and it is the first TIER one retailer to deploy graphical labels of this magnitude. We are confident about the continued extension of this contract to cover more stores in Belgium and from there to other countries".

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