



NRF Big Show 2017

ECRS: Booth #1511

Pricer: Booth #4443

**ECRS and Pricer now partnering to offer Electronic Shelf Labels (ESL) Solutions
to the North American Market**

New York, NY – 2017, January 15: Pricer, the global leader in digital shelf edge solutions, announced today that it will partner with ECRS, a leading supplier of value-added Point of Sale (POS) solutions to provide an integrated, high-end Electronic Shelf Labeling (ESL) system.

After extensive store and lab testing over a two-year period, ECRS selected Pricer to complement its CATAPULT® retail grocery automation suite to provide retailers with a complete state-of-the-art POS and ESL integrated offering. ECRS offers a holistic retail automation platform that includes powerful merchandising and inventory controls, a unified loyalty program, an e-commerce platform, and multi-store management solutions to grocery, beverage, convenience and other high-volume, complex transaction retail environments. ECRS sees a growing opportunity to maximize retail synergies by combining the Pricer solution with its own leading-edge store automation offering.

“For Retailers, this signifies taking the next important step toward price optimization, labor efficiencies, and pricing integrity”, says Tony Catoe, Director of Hardware Management at ECRS. “We continually look to improve in-store operational efficiencies, while at the same time enabling an improved shopping experience. We find that only Pricer has the experience and reliability to support the extreme demands of a fully automated electronic pricing system in a complex food environment.”

“At Pricer, we are excited to be working with ECRS,” said Gary Glaser, Director of Americas. “ECRS is a proven, top quality industry leader in providing retailers with powerful and flexible POS and store automation solutions. By combining our high-end ESL package, now with the new flash and geopositioning features, retailers have a complete solution to help evolve a viable omnichannel strategy.”

**To see a demonstration of Pricer and ECRS technologies
at the NRF Retail's Big Show 2017,
visit booths # 4443 (Pricer) & # 1511 (ECRS)**



About ECRS

ECRS, founded in 1989, is a privately-held Retail Success Company driven by a desire to change the way retailers use technology in their operations. ECRS uses a value-focused, customer-centric approach to create success stories, not only through comprehensive, omnichannel POS technology, but also with a team of highly-experienced retail automation specialists who will help retailers extract the maximum value from their investments.

ECRS has over 4000 active retail locations, with installations in all 50 states, Canada and the Caribbean.

About Pricer

[Pricer AB](#), founded in Sweden in 1991, listed on the NASDAQ OMX Nordic, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is crossing over to solve key store transformation challenges such as customer and employee guidance, task-to-light and order preparation. It is also evolving to support shelf-edge customer personalization, data capture and interpretation.

Pricer works with the world's top retailers, small and large alike: grocers, DIY, electronics and specialty stores. To date, Pricer has sold more than 140 million electronic shelf labels to 15,000 stores in over 50 countries.

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