



## Electronic Shelf Labelling

Automated pricing across your store

Electronic Shelf Labelling (ESL) is a smart price management system that significantly reduces workload and enhances customer experience by adjusting shop floor prices in real time.

## Panasonic Electronic Shelf Labels

Automatic pricing  
across your store



### Key benefits for your store



#### Save Time

Replicate price changes in real time - from ShopMate to the shelf



#### Increase Profit

See a full return in investment in 1.5 years



#### Enhance Efficiency

Reduce price queries with automated pricing compliance



#### Customise Labels

Automated promotional and standard tag designs



#### Fully integrated

ShopMate keeps your prices up to date with the customisations you already use



#### Ensure Uniformity

Consistent pricing across all your stores managed by ShopMate

### Connect with shoppers at the shelf

Variety of label sizes available to attract attention to promotional details. Clean, clear prices and promotions all automated to save you time and money