



**HERBERT**

250 years of innovative productivity solutions

case study



Mobile  
technology



Customer  
demands



Workforce  
productivity

# Nisa are first for Convenience Sector Electronic Shelf Labels

**Nisa**  
making a difference locally

**N**isa is the UK's leading member owned organisation, providing benefits to independent food and drinks markets. Nisa Local's 2,200sqft Shrewsbury store is the first UK convenience store to roll-out Electronic Shelf Labels, installed by Herbert.

### **The Situation**

Promotional efficiency savings and an attractive and adaptive solution was required, so as to engage customers, and make regular time-of-day promotional offers.

### **The Solution**

Pricer ESLs enable store owners to make automatic pricing and promotional updates, cut the labour costs of changing pricing and promotional materials, and provide an adaptive mechanism to suit consumer behaviour trends in different regions. Meaningful business metrics can also be gained, to facilitate efficient re-stocking and develop promotional strategies.

Rav Garcha, Store Owner and Independent Retailer Board Member at the Association of Convenience Stores, said:

*“A significant amount of UK customers make unplanned in-store purchases. Commonly their decisions are based on price, so the most important thing for stores, is to ensure that pricing is easy to see and compelling, encouraging repeat purchase and customer retention at local stores such as mine. ESL technology facilitates this dynamically, allowing time-of-day promotions, and also facilitates added-value point of purchase information, such as cost per unit, recipe ideas, QR codes, suggestions for accompanying products, such as wine to compliment your meal choice, and much more. As you can imagine this exciting technology adds real business advantage to both me and Nisa, and offers the customer the best possible local deal.*”

*“Choosing Herbert Retail to deliver our ESL roll out was an easy decision; they have a huge amount of experience in technology products for the retail sector and are the leading UK Pricer re-seller, which is a world leading supplier of ESL units”.*