



HERBERT

best-one



BEST-ONE CASE STUDY

OUR CLIENT

Best-One Convenience Store, Borough Road, Middlesbrough.

Our client, Zafar, owns a convenience store in Middlesbrough that is part of Bestway & Best-One, the multi award winning chain of convenience stores in the UK. The store has approximately 1,679 sqft of floor space with 3,700 products of all variety.

THE CHALLENGE

Our client needed to control pricing on alcohol, ensuring that all products on promotion during day time return to normal pricing after a set time. Not only did our client need this to be done quickly but also using as little resource as possible and with little to no maintenance required.



THE SOLUTION

Herbert Retail offer a range of innovative technology solutions, we listening to client's needs and then offering a complete and supported solutions, that aid your retail success.

Working closely with our client, we scoped out, project managed and installed the new range of graphic electronic shelf labels from SoluM (Samsung).

Herbert and SoluM partner in the UK to provide electronic shelf edge solutions that improves value and gives tangible results to retailers and their customers.

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With a stylish, slender design and Samsung's renowned crisp screen display, the SoluM electronic shelf labels epitomize both form and function, taking the form of a paper label but with all the functional benefits of being electronically enabled.

Connecting labels to POS and communications set-up with SoluM interface is very simple, and Herbert ensured a quick and discreet installation and setup with little to no disruption to the store.

Changing what labels display is straight forward. By communicating directly to the label via Wi-Fi the change can be made instantly, to multiple devices simultaneously. Pricing and promotional information can be adapted through the POS and SoluM scheduler ensures sure that the changes happen when required. Our client can now adjust his prices on alcohol without staff intervention.

Branded promotions can be placed on any of the ultra clear displays and can be seen clearly. Our client, being part of the Best-One chain, runs promotions on the larger 4.2" and 6" labels for maximum visual impact when customers move through the store. With eye-catching colour and ultra clear displays the SoluM electronic labels are impeccable for this task.

The new SoluM solution is already delivering on expectations, our client can now change his prices on alcohol to suit different trading times with minimal effort and resource. Along with this he is able to promote products through Best-One methods clearly and prominently throughout his store maximising impact and increasing sales.

