



HERBERT

250 years of innovative productivity solutions

case study



Paul Stone Spar Deploy Electronic Shelf Labels



Paul Stone is a charismatic and enterprising convenience retailer, operating a number of award winning stores in Manchester. Paul is also the proud winner of the Retailer of the Year award in 2017.



Naturally without the need for staff intervention, valuable labour can be best deployed to serving and assisting customers, ensuring customer experience is maintained for valuable repeat business.

Paul says “by implementing ESLs from Herbert, I have been able to take control of my pricing and promotional strategy, and adapt each store to suit locational shopper trends. I am also able to report on positive product and margin uplift, which ensures that I am maximising every inch of my store, and getting return on investment quickly from the electronic shelf labels”.

Innovating with Electronic Shelf Labels

Paul’s philosophy is to maximise store activity and capitalise on events and occasions as much as possible, which is vital with Manchester being such a competitive landscape for convenience retailing. The stores are also 24/7, so there is an opportunity to capitalise on sales, but of course there is a challenge in implementing pricing and promotional strategy that capitalises on extended hours trading, and minimise staff intervention in implementing

Working closely with Herbert Retail, thought leaders and providers of innovative retail technology solutions, electronic shelf labels (ESLs) were scoped, project managed and installed as the best solution for needs.

By implementing ESLs, Paul is able to take control of his pricing and promotional strategy, updating product shelf edge content digitally, either automatically or manually, and without the need for staff intervention. This is ideal when suppliers change their pricing, or if a time-of-day promotion needs to run, or if adaptive pricing is required; for example, gradually and automatically reducing the price of perishable items such as sandwiches. This minimises waste and maximises margins.

Adaptive pricing can also be used to increase pricing, either automatically or manually, to capitalise on the sale of goods, such as in late night trading of beers, wines, spirits and cigarettes.



With over 140 million labels installed across 5 continents, within 13,500 stores, Pricer’s unique ESL platform offers a host of features and benefits that set the solution apart from the competition. Constant innovation has made Pricer the only future-ready ESL provider for today’s modern and forward thinking convenience retailers like Paul Stone.

Dynamic pricing, customised real-time promotions, efficient store operations, real-time information for ‘Big Data’ analytics, geo-locating products and shoppers, click-and-collect enablement, are all reasons why Pricer has been chosen by the World’s top retailers across Grocery, DIY, Electronics and Speciality.