

The Railway Hotel, Melbourne



Electronic Shelf Label Installation Case Study

The Railway Hotel Melbourne

24 Hour Bottleshop Electronic Shelf Label Installation

Case Study, by **esLabels**

Client Objectives

- Simplified pricing change
- Partner with a supplier who went the extra mile to deliver in constraints of a 24-hour business
- Replace complicated and out of date self labelling systems with a simplified, cost effective system

“The price change system is now simpler and easy to manage, with minimal issues,”

*Marty Le, Bottleshop Manager,
The Railway Hotel*

 es LABELS

The Railway Hotel, Melbourne

Background

The Railway Hotel- Windsor is an iconic Melbourne Pub. Not only does the Railway Hotel offer patrons award winning fine dining, a spectacular deck bar with enviable views of the city, it also boasts one of the few 24 Hour Bottle shops in Melbourne.

And that's where esLabels came into the picture. With over 2000 products stocked in their bottle shop, a day night price change over, along with multiple promotions having an electronic shelf pricing system that was streamlined, clear and easy to read and of course cost effective was critical for the smooth running of a 24-hour business.

The team at The Railway Hotel were not completely new to electronic shelf labelling, having installed an older ILID system years ago. But their system had grown out of date and become cumbersome, complicated and expensive to manage. They were also looking for a system that had fewer hardware requirements than what they currently had.

An electrical fire which affected the lighting in the old system gave Marty Le, Bottle Shop Manager, the perfect opportunity to review new solutions and ultimately engage esLabels to implement their system.

Industry:	Liquor Retailing
Number of employees:	4 - 8
Number of products:	2000+
Frequency of pricing changes:	Twice daily minimum
Trading hours:	24 hour trading



Client Selection Criteria

The key factors that gave esLabels the edge were:

- Labels update via radio frequency technology
- Minimal infrastructure set up and costs
- Ease of use to update the pricing to the labels in the esLabels software
- Replacement of batteries is simple and cost effective

"I was told about a new pricing system that utilised e-paper technology. After initial discussions with esLabels, I had decided to go with both LCD and e-paper labels as they used RF signals to process changes in the labels" **Marty Le Bottle Shop Manager**



Solution: e-Paper labels

The final solution for the Railway Hotel consisted of a combination of LCD and e-paper labels:

e-Paper labels



Flexible display options – any font, any layout

Easy to read e-paper display (kindle technology)

Widest viewing angle, no reflection

Additional management screens can be enabled

NFC functionality available on request

Low power consumption (5 year battery life based on 4 updates/day)

Operating Temperature: 0°C to 40°C – suited the chillers



Solution: LCD Labels

LCD segmented screen technology, displays pricing, units, some text and red promo call out

3 colour flashing light option available

Cost effective solution

8 page updates



The Installation Process

KEY LEARNINGS

1. Avoid installation during busy trading periods.

The Railway Hotel installed during their busiest trading period – Nov – Dec, which did make the installation more difficult.

2. Ensure the POS provider is briefed early through the process.

There were a few minor hiccups, regarding software implementation between the POS Company and esLabels. All problems were rectified promptly.

“The installation process was managed well by the team at esLabels. Even though there a few minor setbacks along the way, the team responded quickly to our requests to ensure we got the solution we were after.”



Outcomes

The Railway hotel now is running their 24 hour bottle shop business using the esLabels system.

The outcome for Marty and his team is a cleaner and clearer shelf label.

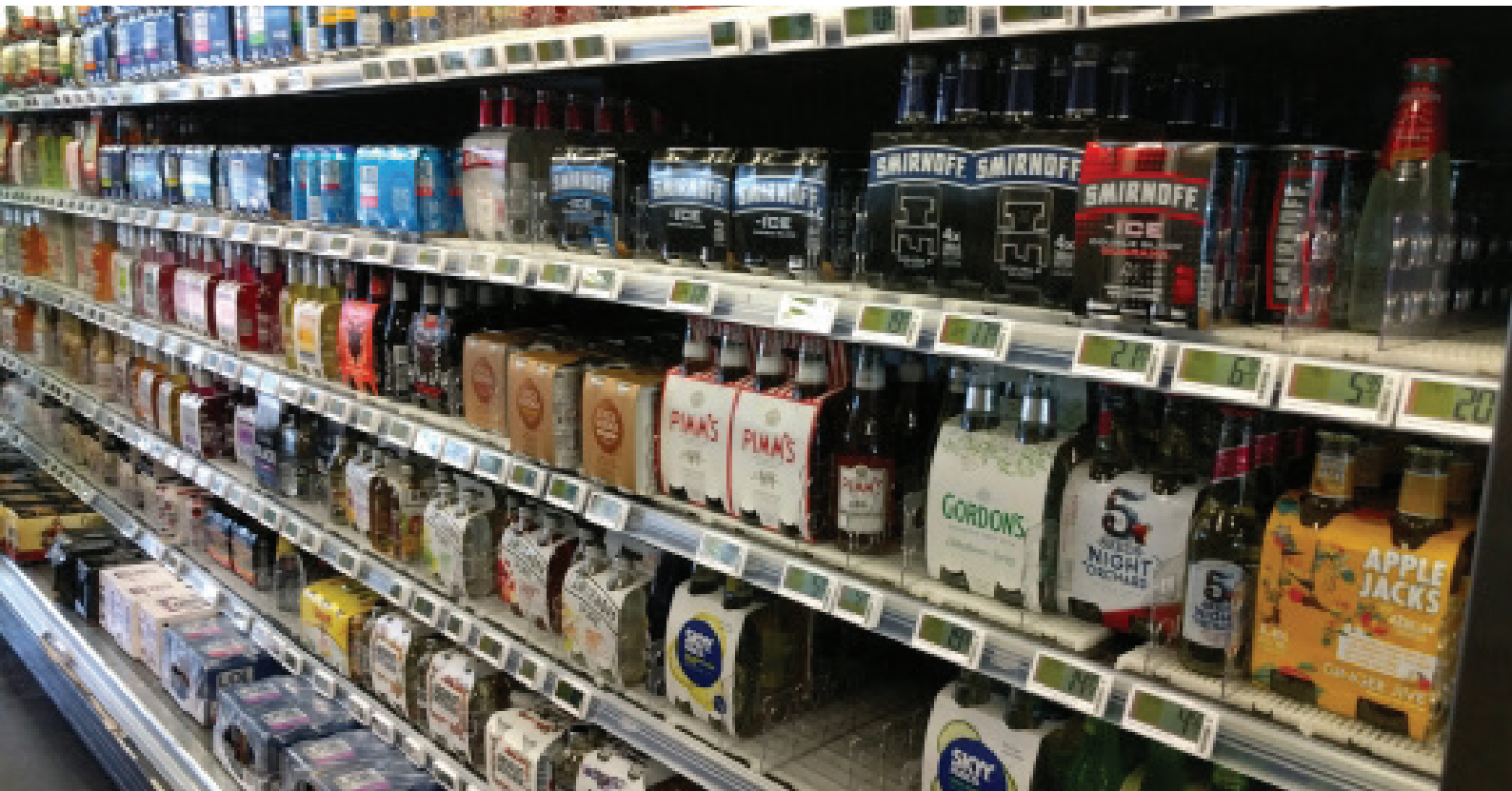
Managing pricing updates has also become an easier process for the team to manage.

The process is now simple and fast which ensures the business can maximize pricing change opportunities.

"The overall aesthetic of the price tag visually speaking, is definitely better and cleaner looking and the prices on the LCD tags are much bigger and clearer, compared to our old system"

"The e-paper tags are fantastic and I look forward to utilising more of them"

"The price change system is now simpler and easy to manage, with relatively minimal issues. Overall, I'm happy with the end product!"



For more information on electronic shelf labels visit www.eslabels.com.au or call Nicola Meddings on +61 2 8090 6055 or email info@eslabels.com.au