

Causley Fresh, Yamba



Electronic Shelf Label Installation Case Study



Causley Fresh

A gourmet deli stocking a wide range of premium deli items and beautiful fresh fruit and vegetables.

Case Study, by **esLabels**

Client Objectives

- Simplified pricing change
- Clean and modern presentation of pricing labels in a premium retail store
- Partner with a supplier who went the extra mile to deliver

"We differentiate ourselves through quality and aim to leverage "new" technologies where possible. The e-paper labels look classy and fit our store "look". They are easy to update and maintain which saves on staff costings. I can even remotely change prices without having to contact anyone in store, which can give us a jump on competitors and allows us to take advantage of market movements and to better manage stock levels."

Karl Causley, Owner, Causley Fresh



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Background

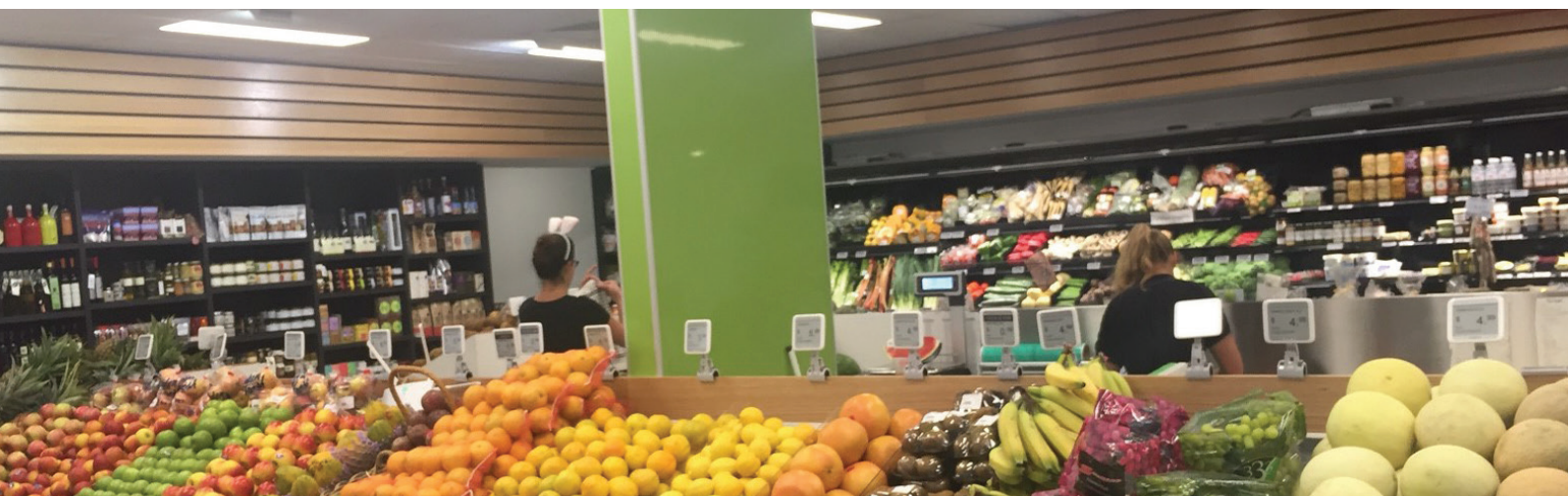
Causley Fresh are a gourmet food retailer based on North Coast of New South Wales Australia.

Causley Fresh stock over 300 gourmet products across deli and fresh fruit and vegetables. They also offer customers online ordering of their product range.

Causley Fresh came to esLabels with an issue that most retailers experience - **high frequency of price changes coupled with the time consuming and inconsistencies of traditional handwritten or printed signs.**

Causley Fresh was after a pricing solution and display that offered a clean and clear image, and was easy to maintain.

Industry:	Supermarket Retailing
Number of employees:	8
Number of products:	300
Frequency of pricing changes:	Twice daily minimum
Trading hours:	7 day per week



Client Experience

"The process was managed well by the team at esLabels.

The team responded quickly to our requests to ensure we got the solution we were after.

We differentiate ourselves through quality and aim to leverage "new" technologies where possible.

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Karl Causley, Owner of Causley Fresh



Solution: e-Paper labels

esLabels was chosen by Causley Fresh to install e-paper labels.

The labels were displayed using a variety of accessories for the different areas.

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: e-Paper labels



RELIABILITY

- > Operation management automation
- > High performance e-paper display
- > 5 Years battery life
- > Data encryption transmission
- > Automatic monitoring and warning system
- > Three color led indicator (optional)

FLEXIBILITY

- > Custom templates
- > Multiple languages
- > Compatible with variety of terminals and platforms
- > Variety of accessories for different scenarios

CONVENIENCE

- > System software remote update
- > Self-checking system
- > Automatic renewal in case of power outage
- > Easy installation

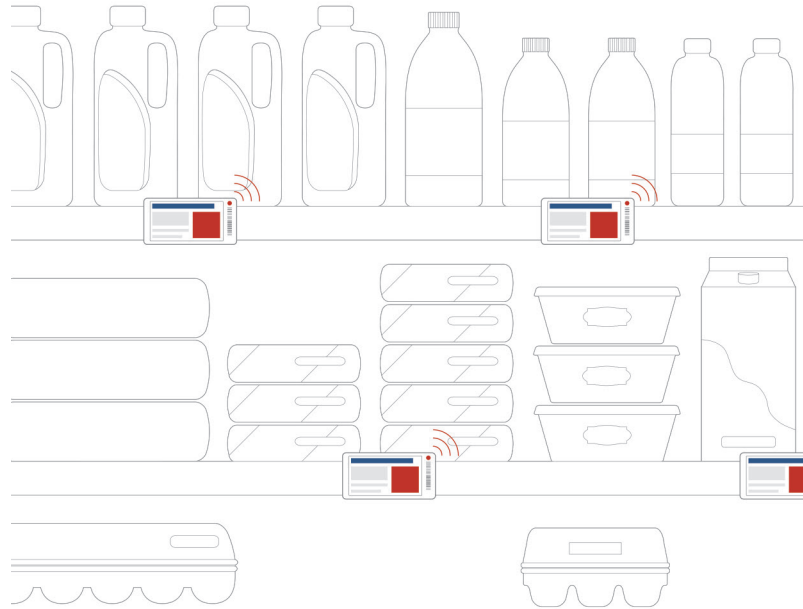


Outcomes

The outcome for Causley Fresh is a **clean, modern** electronic pricing solution. Electronic labels not only **improve efficiencies** in pricing updates for Causley Fresh but they also ensure that store presents as a premium supplier in the consumer's eyes - no more untidy handwritten price tags!

The appeal of the modern look and feel of the e-paper labels ensures that Causley Fresh continues to **differentiate** themselves in the market and maintain a premium positioning.

Electronic pricing now gives the Causley Fresh team the ability to remotely update their pricing, allowing for an **agile approach** to market movements and pricing fluctuations.



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