

Upgrading the Price Labels of M-Market Finland



OPTICON
We scan, connect and communicate

The Project

M-Market Finland (www.m-ketju.fi) is a supermarket chain with 67 stores in Finland. M-Market started an Electronic Shelf Label (ESL) pilot for several departments because they noticed that the price of products such as bread and ice cream was changing every day. This process took a lot of time for the employees to change the paper labels.

The project was initiated thanks to the relationship between SKJ systems (M-Market's Point of Sales provider, www.jeemly.com) and Opticon. SKJ systems became an ESL partner of Opticon Finland in 2015 and even integrated the Opticon ESLs into their POS system.



The Requirements

M-Market had several requirements on how the ESLs had to be installed in the stores. The first aspect was the visibility of the ESLs and for this reason it was important to select the right size of the ESLs. Other aspects were the overall look of the rails and the ease of attaching ESLs to the rail.



The Installation

70 ESLs are installed together with one Basestation. The ESLs were installed at the bread department, the ice cream refrigerator, and some information screens in the store.

When M-Market wants to expand with ESLs in the future, the basestation can easily provide a connection to all the new installed ESLs.



The Solution

For M-Market the size of the ESLs was important for the visibility of products and for that reason Opticon offered several options: 1.5", 2.1", 4.2", 7.5". Each ESL has a different position and some have a different purpose (e.g. message on a 7.5" vs only a price with a discount on a 2.1").

The overall look and the ease of mounting the ESLs to the rails were equally as important. Together with M-Market, Opticon reviewed several options and did some tests. This way M-Market selected the solution that matched the overall look and feel in the store. Opticon made sure that the ESLs could be easily attached to the rail thanks to their wide range of mounting options.

Opticon ESL Range

Opticon has offered M-Market different sizes of ESLs to fulfill their needs. This included the EE-153R, EE-213R, EE-420R, EE-750R, Basestation and various mounting solutions.

With the Opticon ESL Range can display your product on a whole new level. Next to traditional e-paper labels, Opticon offers also powered e-papers modules (without a battery) with features such as NFC for payment solutions and LED.

Watch the video <https://youtu.be/xA8AQxDCqIw> for more information about Opticon's ESL range or go to the website.



About Opticon

From the start, over 40 years ago, Opticon has been one of the first companies in the world to specialize in manufacturing barcode scanners. At the time, barcode scanning was a revolutionary new technology used to identify information at any location.

Inventory management, asset management, order picking; all these disciplines made huge progress on efficiency thanks to Opticon's barcode scanners.

International Supplier

From this pioneering stage, we have evolved into an international supplier of a wide range of 1D and 2D scanning solutions; including point-of-sale scanners, rugged mobile devices and pocket-sized Bluetooth scanners.

These innovative answers to practical demands in the workplace have seen our presence expand to over 65 countries.

Follow us Online



Facebook



LinkedIn



Twitter



Instagram



YouTube