

## LØVBJERG CONTINUES ITS GROWTH WITH ELECTRONIC SHELF LABELS

*In terms of turnover, the grocery industry had a good year in 2020. This is also the case with the Løvbjerg chain, which has experienced a great growth in its stores. The chain has ambitious plans and has already installed electronic shelf labels in all stores in less than a month.*

In January 2021, all the stores in the Løvbjerg chain replaced the paper with electronic shelf labels from Delfi Technologies. In addition to raising the level of both customer service and staff satisfaction, the initiative has also created new marketing opportunities for the grocery chain.

Jesper Due, CEO of Løvbjerg, says that the solution has first and foremost eliminated the time-consuming work of replacing paper shelf labels, which took many hours on every single day.

- Most importantly, we have now got more time for other tasks in the stores, such as product replenishment, customer service, and several other daily store tasks. This is very important when we want to create a good shopping experience for our customers, he says.

### **ELECTRONIC SHELF LABELS ARE A HUGE WIN**

Løvbjerg's implementation of electronic shelf labels is part of a larger modernization plan at the chain, which also includes a major focus on digital development in

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**– Carsten Lindberg  
Grocer at Løvbjerg Fredericia**

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its stores. At Løvbjerg in Fredericia, the local grocer is enthusiastic about the change to electronic signage.

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### **THE RECIPE BEHIND THE HUGE REVENUE GROWTH**

As a grocer in the Løvbjerg chain, you have a large degree of freedom to develop the stores according to the surrounding local community concerning interior design, product range, and other areas. This means that you can make the necessary local adaptations, which will ultimately benefit the customers.

In addition, major investments have been made in the modernization of the chain's stores, including the implementation of electronic shelf labels.

At the same time, the period with Corona has also helped to increase turnover in the stores, as the chain's product range has been able to cover many of the customers' needs, and they have been able to shop several things in one place.

All of this has had a positive impact on the growth of the stores with a large increase in turnover.

The electronic shelf labels must help to create a solid foundation for future growth with new marketing opportunities and a focus on ensuring the necessary visibility of the goods.

#### **ABOUT LØVBJERG**

Løvbjerg is Denmark's largest family-owned supermarket chain. The chain has roots all the way back to 1926 and is today a discount supermarket with 15 stores in Jutland and on Funen. Løvbjerg has a strong focus on local products as well as a large selection of quality products at low prices.