

NORWEGIAN UNITED MEGA STORE CHOOSES ELECTRONIC SHELF LABELS FROM DELFI TECHNOLOGIES

At United Mega Store, the traditional paper labels have been replaced with electronic shelf labels from Delfi Technologies to save both time and money in store operations and give customers a better shopping experience.

In Norway, United Mega Store has three stores - in Fredrikstad, Sarpsborg and Halden. About the collaboration with Delfi Technologies and the Breece solution, Imran Khan, who is the general manager at United Mega Store, says:

- The experience we have had with Breece System in our first 2 stores is very positive. The system is a stable and user-friendly system that minimizes time consumption with changing prices and product information compared to regular price tags.

- We recommend Breece System if you want to save time and money compared to regular paper labels. Breece System allows you to make price changes in a whole new way. Prices change in seconds and the system can be operated very easily online, he continues.

A SIMPLIFIED WORKDAY IN THE STORE

With electronic shelf labels from Breece, the staff avoids a lot of manual work, which helps simplify the workday in the store.

- If you want a simpler workday, the Breece system is the best solution to invest in, says Imran Khan.

- In addition to the Breece System being a simple and user-friendly solution, the people at Delfi are very nice and solution-oriented. It is also a very important factor for a long and good cooperation.

BEHIND THE SOLUTION

The electronic shelf label solution (Breece System) ensures that you always have the right price and item information at the shelves. This saves both you and your staff a lot of time, which can instead be used for good customer service. When prices change in your ERP system, the prices automatically change on the electronic price tags. In other words, you can change prices at any time and preferably several times a day.



ABOUT UNITED MEGA STORE

United Mega Store is a store a little out of the ordinary with a focus on product selection, quality products and a unique customer experience. The focus areas include fruits and vegetables from all corners of the world at very good prices. In addition, food, and beverages from large parts of the continent combined with Norwegian goods and its own non-food department with high quality goods.