

CENTRAL APOTHEKE



CENTRAL APOTHEKE – INNOVATIVE PHARMACY IN KIEL

One of Germany's innovative pharmacies is located in Kiel. To strengthen the health focus and provide an even better customer service, Central Apotheke has installed the cloud-based Breece solution with electronic shelf labels from Delfi Technologies.

At Central Apotheke, all efforts are prioritized towards creating a better health. That is also why the pharmacy has replaced the manual work that goes with updating products and prices with something that is an improvement for both employees and customers while also guaranteeing product and price integrity. Furthermore, it enables more targeted advertising activities that can be implemented much faster.

Dr. Martin Rostami took over the pharmacy as the new owner in 2019 and looked for a solution with electronic shelf labels (ESL). After researching the market for different suppliers, the choice fell on Delfi Technologies' Breece System with a cloud-based ESL solution.

EASY TO USE AND USER-ORIENTED

Dr. Rostami explains that he was quickly convinced of the Breece solution because of the simple handling and functionality together with the existing interface with the merchandise management system from CGM-Lauer that guarantees a secure and automated data communication.

- It was a simple and unproblematic installation that was possible to carry out during ongoing operation of the pharmacy, he explains.

RENTAL MODEL – ALL INCLUSIVE

Delfi Technologies offers its ESL solution as a rental model, which offers the pharmacy a secure calculation model as standard and an all-round service including mounting fixings, system setup, pre-configuration, support and service.

At the same time, the Breece solution is quick to install and offers the user a high level of security due to the intuitive handling and simple management options, as well as for the consumer with regard to the correct labeling.



MORE TIME FOR CUSTOMER ADVICE

- With Breece Cloud and the high-speed ESL solution, Central Apotheke has implemented an innovative system that makes it possible for the pharmacy to free up the staff to focus on customer service. Now, everything runs automatically - we no longer have to worry about product updates and replacing price signs, says Dr. Martin Rostami.

The electronic shelf labels are available in different sizes with a high degree of functionality. Color can be used to highlight promotions and the ESL display can be split to show more than one product on the same label. In addition, the displays are equipped with long-life and replaceable batteries to extend the life time (batteries usually last 5 years, based on 3 updates a day).

The Central Apotheke uses a combination of three different display sizes: The small standard display for the general product range and larger displays in areas that require more attention.

ABOUT CENTRAL APOTHEKE

Central Apotheke has a strong focus on health. In fact, health in focus is the motto every minute, every hour, every day at the pharmacy. Central Apotheke is located in Kiel in the northern part of Germany.

ABOUT DELFI TECHNOLOGIES

Delfi Technologies is a European IT company that develops and sells barcode solutions in connection with product registration and electronic shelf labels for the retail, warehousing & logistics industry, as well as the healthcare system. Delfi Technologies has grown significantly in recent years and today has offices in Denmark, Sweden, Norway, Germany, Italy, and Vietnam. The company has more than 100 employees.