

IRMA ILLUM



QUALITY AND GREAT EXPERIENCES AT IRMA IN ILLUM

The customers wanted Irma back and they got that. After two years of absence, Irma has once again opened a store in the basement of ILLUM department store in the late summer of 2018. The new Irma store offers high quality and extra good experiences with, among other things, different deli's, take away and electronic shelf labels so the price is always updated at the shelves.

An exclusive location and a customer group of bonvivants, tourists and busy office workers, puts high expectations to the shopping experience in the Irma store, located in the basement of ILLUM. The experienced store manager, Peter Vermund, comes from Irma Axelborg, one of Irma's flagship stores. In addition, Peter Vermund has also started up the online supermarket www.irma.dk as Operations Manager.

- The shopping experience at Irma must be something special. Our customers have high expectations and we must be able to meet them - and even give them a little more. With electronic shelf labels,

we save a considerable amount of time, which we can instead convert to an increased focus on the store and customer service, says Peter Vermund, Store Manager at Irma in ILLUM.

SOMETHING SPECIAL - A STORE WITH ALL THE BEST

All the buttons are turned on to customize the Irma store to the surroundings and the type of customers that are entering the basement of ILLUM. This means that the store offers various special departments - including a department for vegetarians and vegans. In addition, the store focuses on the customers who go into ecology and, in particular, life satisfaction and food joy.

- Basically, it is about high quality and good customer service. We can supply both the finished food solutions of high quality, new exciting goods and the classic Irma products that customers already know, says Peter Vermund.

Peter Vermund has several years of experience in using electronic shelf labels within Irma and therefore knows the importance of having the right price at the shelf.

- When the customer sees a price at the shelf, he will, of course, expect that it is the same price at checkout. We ensure this by changing the prices electronically instead of on paper, where more time is used and there is a higher risk of errors, concludes Peter Vermund



IRMA

Irma is Denmark's oldest grocery chain and the second oldest supermarket in Europe. The first Irma store saw the light of day in 1886 and ever since the beginning Irma has been responsible for food joy, quality and responsibility. Today, Irma has over 80 stores on Zealand.