

**LETKØB  
RØMØ**



## **LET-KØB INTRODUCES NEW TECHNOLOGY TO SAVE TIME**

*As the first store in the Let-Køb chain, 'The Old Grocery Store' at Rømø has chosen to invest in electronic shelf labels to ensure correct labeling of goods and to make sure that the signage always is up-to-date. A solution that saves a lot of time for the store associates in the daily work.*

Rømø is one of the Danish Wadden Sea Islands, which is visited annually by many tourists because of its unique nature. Many of the island's grocery purchases take place at 'The Old Grocery Store', which is part of Let-Køb, Dagrofa's local chain of stores. The store has recently been rebuilt with new improvements, including new entrance, new refrigerated space for fruit & vegs and a new cooler for meat and convenience.

In connection with the store renovation, an idea arose to make something extra out of the signage, especially in the fruit & vegs department. The local grocer, Marianne Tilgaard Nissen, had previously investigated the market for electronic signage and therefore looked in this direction. The choice fell on Delfi Technologies, which already is an official supplier of electronic shelf labels for the Dagrofa group.

## **REQUIREMENTS FOR LABELING OF GROCERIES MUST BE COM- PLIED**

As a supermarket, there are special requirements to the labeling of groceries that you must adhere to. On fruits & vegs, for example, you need to show the class and origin (country). This information must always be up-to-date on the signage in the store. But according to the merchant, this is not always the case when you need to manually update all paper signs and shelf labels. However, this risk has been eliminated with the new digital solution, which meets the requirements for all the information that must appear on the signage.

- It takes a lot more resources to change the necessary information on paper compared to electronic shelf labels. There is also a greater risk of errors - you might not get everything updated on a busy day, or you can completely overlook some signs. This risk is eliminated with electronic shelf labels, says Marianne Tilgaard Nissen and continues:

- Concerning groceries and the signage in the store, some areas require extra attention. Especially fruit & vegs, as well as our meat. We see product updates on a regular basis here. With electronic shelf labels, it

takes no time to update product information and prices. For me as a grocer, I save a lot of time – there is no doubt about that.

## **THE SIGNAGE SHOULD LOOK GOOD AND INSPIRE**

The opportunity to get a more creative and inspiring expression on the electronic shelf labels itself was also of crucial importance to the grocery store. It is possible to adapt the



design to the individual chain's wishes and here, among other things, a special 'chalk look' is made for the fruit & vegs department.

- Our signage must also look good and help to inspire customers when they shop. The design of the electronic shelf labels was therefore also of great importance in the final choice when we were looking for a new solution, says Marianne Tilgaard Nissen.

## **OM LET-KØB**

Let-Køb is one of Dagrofa's local supermarket chains. Let-Køb has 102 stores across Denmark. The stores offer customers just what they are missing. Let-Køb has local services and a product range 100% tailored to the location of the stores.