



DENMARK'S LARGEST GARDEN CENTER CHAIN IS CHASING A GREEN PROFILE

Plantorama introduces electronic shelf labels in all stores, which significantly reduces the chain's paper consumption. The project will strengthen the chain's green profile and will have a positive influence on the customer experience and the employee's satisfaction.

In February 2019, Plantorama installed electronic shelf labels in the garden center, Plantorama Egå, near Aarhus in Denmark. Based on positive experiences, the chain has now decided to roll out electronic shelf labels for the remaining 10 garden centers distributed over Jutland, Zealand, and Funen.

- We have successfully tested electronic shelf labels in our garden center in Aarhus, which has already saved us both time and paper. We will now bring this gain to all stores so we can become even more efficient in the longer term, while we can gain a great financial gain at chain level, says

Heidi Paaske Christensen, project coordinator at Plantorama.

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The new electronic shelf labels focus on customer needs, but they take the employees in account so that they can spend more time on their core tasks such as sales and customer service. So far, the project has had a positive influence on the customer experience and employee satisfaction, and has led to a great saving in paper, explains Heidi Paaske Christensen:

- By using electronic shelf labels, we ensure updated prices in all stores, give our employees more time for sales and customer service while ensuring that consumption of paper is kept as low as possible.

The rollout begins in the autumn of 2019 and all stores will be operational before February 1, 2020, when the new season starts. The installation takes place during the opening hours by the employees themselves and will not affect the operation of the stores.

Plantorama is Denmark's largest garden and animal center chain with everything for the garden, housing, and animals. Plantora-

ma is a Danish family business with garden centers throughout the country. The first garden center was founded back in 1987 in Egå near Aarhus with a range of house-plants. Today, the Plantorama range ranges widely; garden plants and house plants, soil and fertilizer, garden pots and hides, utility and home furnishings, as well as animal accessories and live animals.

