



# Innovative electronic shelf labels & digital signage help streamline operations, improve buying experience, and increase sales



Supermarket & Retailer talks to Minesh Manga, Executive: Enterprise & Retail at NEC XON



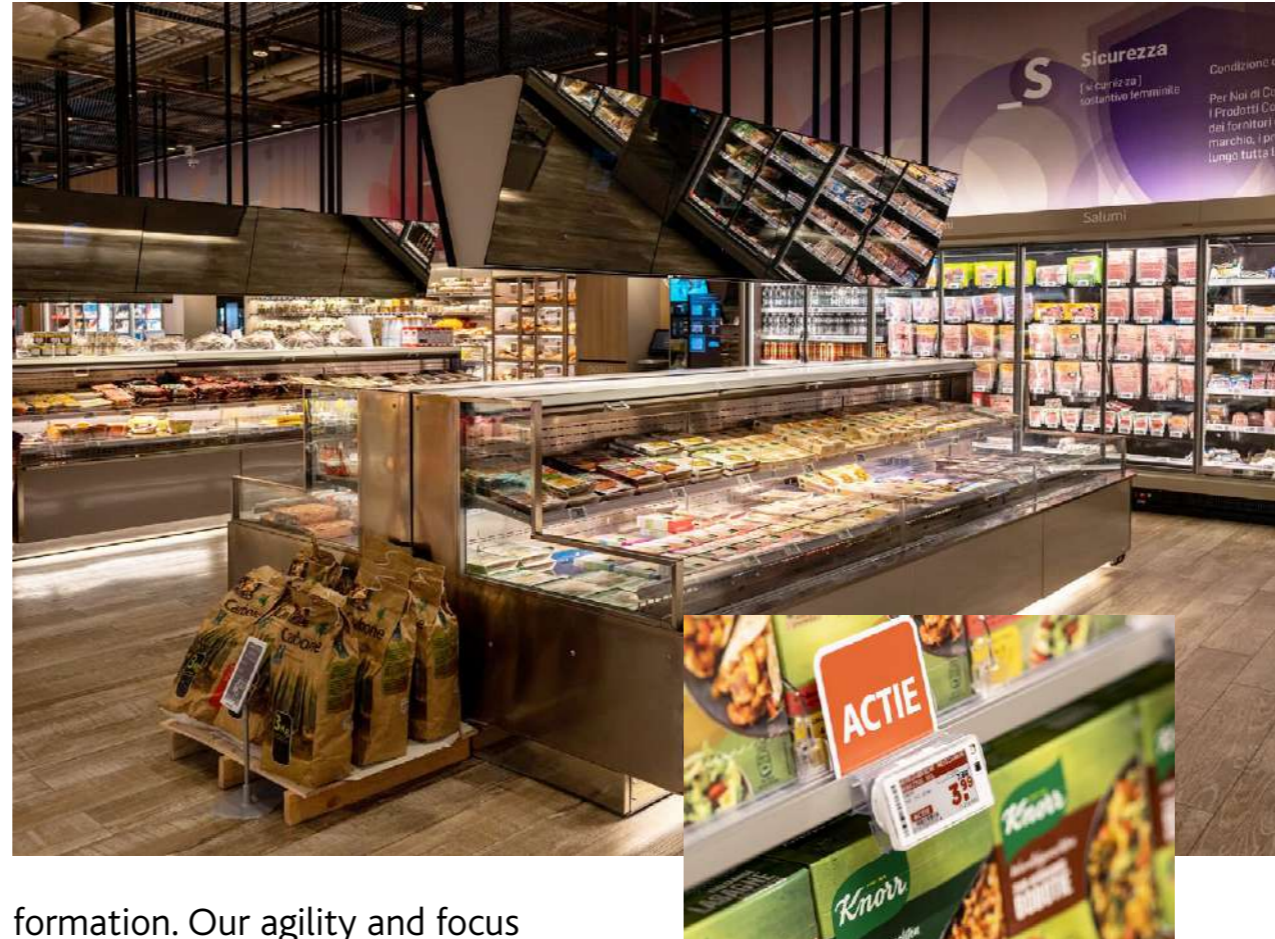
**P**ricer is a global leader in in-store automation and communication solutions with focus on driving digitalisation and changing the retail trade. Pricer's innovative cloud-based platform Pricer Plaza helps retailers streamline operations, improve the buying experience, and increase sales, with solutions based on electronic shelf labels and digital signage.

## **S&R: What sets your company apart from competitors?**

Pricer stands out as the global leader in electronic shelf label (ESL) solutions, backed by over three decades of innovation and expertise. Our unique technology offers unparalleled speed, reliability, and scalability. This, combined with our commitment to sustainability, ensures that we provide energy-efficient, future-proof solutions that help retailers optimise their operations and enhance customer experiences.

## **S&R: How has your company evolved to maintain leadership?**

Since pioneering the ESL market more than 30 years ago, Pricer has continuously evolved through strategic investments in R&D and partnerships. By expanding our product portfolio to include advanced in-store automation and communication solutions, Pricer has enabled retailers to streamline processes, reduce costs, and adapt to digital trans-



formation. Our agility and focus on customer needs have solidified our position as the trusted partner for retail innovation.

## **S&R: How does innovation play a role in your company's success?**

Innovation is at the heart of Pricer's DNA. By staying ahead of trends and fostering a culture of collaboration and creativity, we ensure that our solutions, with our cloud-based platform Pricer Plaza as the foundation and new use cases, address both current and future retail challenges.

## **S&R: What are the key challenges currently facing your industry, and how is your company addressing them?**

The retail sector faces mounting pressures, including labour shortages, rising operational costs, and the growing demand for sustainability. Pricer addresses these challenges by delivering in-store automation and communication solutions that reduce manual work, enhance inventory management, and support energy-efficient store operations.





## Customer-centricity is a cornerstone of Pricer's approach.

### **S&R: what ways does your company engage with customers to ensure you stay aligned with their evolving needs?**

Customer-centricity is a cornerstone of Pricer's approach. We engage through regular dialogue and joint pilot projects, ensuring our solutions address real-world challenges. Our strong global presence allows us to provide localised support while gaining insights into diverse retail environments, enabling us to adapt swiftly to market demands.

### **S&R: What role does sustainability and social responsibility play in your company's overall strategy?**

At Pricer, we believe that environmentally sustainable business is a prerequisite for continued profitability. It is important to us that we ensure that our environmental footprint is low, an ambition that should prevail throughout our operations on a daily basis. We strive always to minimise the generation of waste.

### **S&R: How do you leverage technology to maintain a competitive edge?**

Pricer leverages cutting-edge technologies such as optical wireless communication to deliver unmatched performance. Our digital solutions empower retailers with real-time data insights, enabling smarter decision-making and efficient in-store operations. By staying at the forefront of technological advancements, we continue to drive value for our customers.

### **S&R: What is your vision for the company's future in the next 5–10 years?**

Pricer's vision is to lead the retail industry into a more automated and sustainable future. Over the next decade, we aim to expand our global footprint and deepen our technology portfolio. A key milestone is enabling retailers worldwide to fully digitise and optimise their stores.



## Bringing trust to Retail

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