



Case: Tradeka

Electronic price label solution: always correct prices

TRADEKA IN SHORT

Tradeka Ltd. is Finland's third largest retailing company and it is market leader in neighbourhood stores. With operations based on three national chains, Siwa, Valintatalo and Euromarket, Tradeka has 750 retail outlets with a combined net turnover of EUR 1.4 billion. Tradeka's largest shareholder is international private equity firm, Industri Kapital. Tradeka Corporation is a major employer, with around 7,000 staff.

Tradeka is a pioneer in the adoption of new technology and the pilot solution is the world's first commercial installation of the UPM Eila Store Labels based on electronic paper. The system has been adopted by the Lahti Euromarket's fruit and vegetable section. Tradeka will gather experience of the benefits of the system over a six month period. Based on the experience, the pilot will be evaluated and a decision will be taken as to whether to adopt the system on a broader basis with the Euromarket chain.

SOLUTION BENEFITS

- Strengthens the pricing process
- Reduces the costs of pricing
- Environmentally friendly solution: reduces the pricing material consumption
- Ensures always correct prices on the price displays
- Changing the price is easy
- Allows the store personnel to focus on customer service

Always correct price

In addition to the UPM Ella Store Labels system, the electronic display pilot solution includes a productized cash register integration and management application. In addition it includes the hypermarket's wireless hand held terminal solution. Electronic price displays are linked directly to the store's cash register system, with no need for any modifications. This way, the price updates are forwarded to the price displays in real time, ensuring that they and the cash register always use the correct price.

"Through this system, Tradeka is seeking flexibility in product pricing and solutions which make in-store work easier. We have been using the system for some time now and everything has worked smoothly," tells Aulis Anttila, Field Director for the Euromarket chain of Tradeka.

"Especially the fast changing prices of perishable goods have a large employing impact. The material costs related to this are significant. UPM Ella Store labels strengthen the pricing process and deduct the costs of pricing. Also the ecological aspect is important, because the system reduces the pricing material consumption significantly," continues Aulis Anttila.

"Digia and UPM have worked closely together in the project. The whole team has been very committed to the set targets and we have been very satisfied with the results," says Aulis Anttila.

Satisfied customers, satisfied staff

"Our staff has been very satisfied with the new tool, its electronic price displays being clear and the prices easily read even when viewed from the side. Our customers are also pleased. The price displays look stylish," affirms Birgitta Suni, Manager of the Lahti Euromarket.

According to a survey conducted in-store 81 % of the interviewed customers rated the readability of the electronic labels either excellent or good. 76 % of the 160 interviewed customers said that the visibility of the labels from different viewing angles is either excellent or good.

"The integration of a real time electronic price label with the cash register system provides a concrete example of the streamlining of processes within the supermarket environment and the improvement of customer service through new technology. I believe that this solution will prove a trailblazer for other new products and solutions enhancing supermarket operations, affirms Director Petri Anttila of Digia.

Electronic price display information, such as product prices and weigh-in numbers, can be updated automatically, allowing staff to focus on customer service. The visual design of UPM Ella Store Labels fits in well with the store environment and brand elements can

be added. UPM's Corporate Venturing department is supplying the electronic price labels. Digia is acting as the distributor and integrator of the electronic price labels.

SOLUTION TECHNOLOGY

- Understanding, and responding quickly to, customer demand at both national and local level
- Intensive co-operation with suppliers and other partners
- Intensive use of automation and information systems

CONTACT INFORMATION

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