



Case Study

Digitizing price management with DIGI ESLs means more time for customers



Business Needs

Clear and accurate display of prices, efficient price management

Solutions

DIGI Electronic Shelf Labels (ESLs) allow remote management of all labels, so prices can be monitored at a glance

Benefits

- Prices of products are always current and correct, which saves time
- The sleek design of ESLs gives the pharmacy a clean, hygienic appearance

Company:

Apotheek Boomsesteenweg

Country:

Belgium

URL:

<https://apotheekboomsesteenweg.be/>

Industry:

Pharmacy

Technology:

Electronic Shelf Label (ESL)

“I don’t have to worry about it...[The price] is always correct. So, I have time for other things.”

-Koen Engels, Owner

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Apotheek Boomsesteenweg is a pharmacy in Antwerp, Belgium. The owner brings years of experience in the industry to provide high-level, customer-tailored service. It was a constant concern for the owner whether the correct prices were being displayed for each product. By installing DIGI ESLs, prices can be monitored from the central computer, and any changes are automatically sent electronically to

the labels in the store. This not only reduces human error, but also saves time, improves the efficiency of store operations, and ensures that Apotheek Boomsesteenweg will remain a trusted business for its customers for years to come. In addition, the store received many positive comments that the shop interior appears more clean and hygienic because of the ESLs.



About DIGI Group

Established in 1934 in Japan, DIGI has more than 80 years history. We have always been a leading company with retail solutions in the area of IT system, checkout/POS, weighing and packaging. We made numerous world-first innovations and have been contributing to rationalization for retailers. DIGI sales and service network covers about 150 countries across the world. We value both globalization and localization to provide the best solutions with quality products and service where the customers are located in the world.