



Case Study

Largest installation of DIGI's ESL tags in Ireland for Ryan's SuperValu Glanmire



Business Needs

Improves in-store productivity and take the pain out of pricing for the retailer.

Benefits

- Improves productivity
- Eliminate paper based labelling system – Reduce wastage
- Simple and lean infrastructure
- High contrast display
- Enhance customer shopping experience

Company:

Ryan's SuperValu Glanmire (Musgrave Group)

Country:

Ireland

URL:

<http://www.ryanssupervalu.ie/>

Facebook:

<https://www.facebook.com/supervaluglanmire/>

Industry:

Retail; Supermarket

Technology:

Electronic Shelf Labels (e.Label, InfoTag)

Largest installation of DIGI's ESL tags in Ireland for Ryan's SuperValu Glanmire

Located on the outskirts of Cork city, Ryan's SuperValu Glanmire has recently installed over 15,000 DIGI electronic shelf labels (ESL) making it the largest ESL installation in Ireland. And in-turn making SuperValu the first food retailer in Ireland to introduce full fledged ESL features across a large supermarket.

Ryan's SuperValu Glanmire has a dynamic management team, who are eager to be on the cutting edge of in-store innovation and are always exploring different avenues to enhance their customers' shopping experience.

DIGI SYSTEMS Ireland introduced the complete makeover with full ESL installation to replace the former paper based labelling system. It reduces significant time and costs for printing, price checking and deployment of multiple associates to change the paper labels manually. With the substantial savings, the management is pleased to experience the benefits of ESL to their store. It allows them to better plan manpower for operations and associates can now better focus on providing excellent customer service



[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.