



# ELECTRONIC SHELF LABELLING REINSTALLATION

**Case Study:** Retail Services – Electronic Shelf Labelling Company

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## Case Study: Retail Services – Electronic Shelf Labelling Company

An electronic shelf labelling company has been working for over 15 years on implementing Electronic Shelf Label (ESL) technology in the retail market, providing ideas and new standards for informational displays and interactive digital communication solutions. The company are committed to assisting retailers in their progressive evolution from paper to digital solutions, optimising in-store operational processes and improving the consumer's buying experience.

### REQUIREMENT

The electronic shelf labelling company needed a solution to **support the reinstallation of ESL labels** in some of their customers stores, so required RGIS to provide the following:

- Complete the **electronic shelf labelling reinstallations overnight**
- **Experience** with electronic shelf labelling
- **Install plastic rails** in their customers' stores for the electronic shelf labels
- Correctly **install electronic shelf labels** throughout the stores

### SOLUTION

The electronic shelf labelling company partnered with RGIS to complete the **electronic shelf labelling reinstallation project**, and RGIS provided the following:

- Scheduled a team of **nine experienced RGIS merchandisers**
- **Reinstallation was completed overnight** so there was no disruption to their customers' store operations
- **Identified** the locations in each store that the plastic rails needed to be reinstalled
- **Installed electronic shelf labels** onto the plastic rails where required

### RESULTS

The electronic shelf labelling company found by outsourcing the **electronic shelf labelling reinstallation project** to RGIS, the following results were achieved:

- The **reinstallation was completed efficiently overnight** as requested
- The electronic shelf labels were installed correctly, so the store could immediately utilise them
- By outsourcing the installation to RGIS, the customer was able to reinstall previous work without overloading employees

By partnering with RGIS, the electronic shelf labelling company found that the **electronic shelf labels and plastic rails were successfully reinstalled overnight** in all stores



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Experienced  
Merchandisers



Electronic Shelf  
Labelling



Accurate & Efficient



Fast Turnaround



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