



The right prices
always up to date



Valk Solutions
Empowering retail

ASPOS

Electronic
shelf labels

WHAT IS ASPOS ESL?

The ASPOS Electronic Shelf Label service digitally links products in ASPOS to electronic shelf labels. When product data changes in ASPOS, the change will automatically be sent to the shelf labels in the shop(s). In real time. In that way, shelf labels are always up to date, with 100% price accuracy. No more replacing labels, no more misunderstandings with customers.

WHAT DOES IT DO FOR YOU?

Research has shown that 20% of all shelf prices are incorrect. These errors cost you goodwill among customers. Price accuracy is therefore an important improvement with ESL. You can also work with flexible prices. Prices vary throughout the day, for example higher in the evening than in the morning, or vice versa. Happy hours. Or make prices dependant on the supplies.

Replacing shelf labels manually is time-consuming, particularly in fashion, DIY stores and produce. In the ASPOS cloud, you can quickly and easily adjust prices in all cash registers, ESL labels, kiosks and online stores. With ASPOS ESL, your shelf labels automatically move along with the omni-channel landscape.

HOW DOES IT WORK?

The ASPOS ESL service communicates wirelessly using a special type of Wi-Fi. Thanks to the latest technology, our ESL solution has very low infrastructure costs. You will need one Wi-Fi point for each approximately 100 m2 or 5,000 labels. The labels are simply clicked into the shelf rails. On the side of each label is a unique serial number. With the ASPOS PDA, you scan the product barcode and the label barcode one after the other. In this way, ASPOS knows exactly which label belongs to each article. The ASPOS ESL software takes care of the rest. When a product detail changes in ASPOS, the ESL label will adjust automatically.

WHAT DO YOU NEED?

To be able to use the ASPOS ESL service, you will need:

- Your ASPOS platform with ASPOS ESL service
- SoluM license with gateway and Wi-Fi point(s)
- Solum shelf labels in your numbers and dimensions

If desired, Valk Solutions will install all of the technology in working order, including gateway and Wi-Fi point(s). You must provide the shelf strips yourself.

WHAT DOES IT COST?

The ASPOS ESL service is available for EUR 125 per month per shop. Included are the SaaS license for ASPOS ESL, software maintenance, technical support for proper functioning of the service and the SoluM license. The gateway costs approximately EUR 750 plus approximately EUR 330 plus installation costs for each Wi-Fi point. The labels start from EUR 5 each, depending on the size. We charge EUR 1,500 per shop for the design and installation of the ASPOS ESL service. User support costs EUR 12.50 per ticket.

ABOUT VALK SOLUTIONS

Specialist in cloud solutions for retail automation since 1989. We translate technology into valuable applications for retail organisations. Our main objective is to provide customers with the latest technology that will keep them competitive for the long term. ASPOS is the omni-channel cloud platform specially developed for franchise formulas and chain stores. All applications work online in the browser, in real time on one central database with one truth. In this way, the consumer really takes centre stage and you are relieved of all your concerns related to technology.





- **Direct link**
Products in ASPOS are directly linked to the shelf labels by means of the API. Without interfaces.
- **Quality**
Sustainability and reliability are important. That is why we work with hardware from SoluM, a subsidiary of Samsung, the world's largest ESL manufacturer.
- **Digital ink**
The labels work with digital ink, also called e-paper. E-paper only uses electricity when the label is changed. New or changed data is loaded once in a contact moment of the label with the gateway. This communication is monitored. If it fails, you can easily see this in ASPOS. If the connection is lost or the battery is empty, the information will still be neatly displayed on the label.
- **Sustainable**
Because the labels only require power when something changes, batteries last 5 to as many as 10 years.
- **Dimensions**
There is ample choice in dimensions, varying from small to large, depending on the space on the shelf and what you want to put on the label.
- **Colours**
The labels are available in colour combinations white, black and red, or white, black and yellow. These colours can be combined on one label. Red is often used to stand out during promotions. For fresh produce, we have imitated an authentic chalkboard..

MANAGE SHELF LABELS IN THE BROWSER

In the ASPOS back office, you will find a complete overview of all the linked electronic labels in your shop.

ELEKTRONISCHE SCHAPLABELS

Omschrijving

ESL ID

ESL type

zoek

= kies type =

☐ Toon te verwijderen

PLU Code

ESL layout

= kies layout =

Winkel: Winkel Montfoort

	Datum	Omschrijving	ESL ID	PLU Code	Label type	Label layout	Winkel	Laatste ESL update	Verwerkstatus
<input type="checkbox"/>	14-08-2020 11:35	APPEL ELSTAR 1 KG	039B04AAB691		Black/White/Red 4.2" ...	Standaard 4.2"	Winkel Montfoort	20-08-2020 12:28	Te verwerken
<input type="checkbox"/>	20-07-2020 16:31	OLIVE TAPENADE 180G	01B791694835		Black/White/Red 4.2" ...	Standaard 4.2"	Winkel Montfoort	20-08-2020 13:07	Verwerkt
<input type="checkbox"/>	11-02-2020 16:40	APPELS 1 KG	01B7913A4833	6592	Black/White/Red 4.2" ...	Standaard 4.2"	Winkel Montfoort	20-08-2020 13:07	Verwerkt
<input type="checkbox"/>	09-03-2020 10:23	APPEL ELSTAR 1 KG	016E5B724134		Black/White/Red 4.2" ...	Standaard 4.2"	Winkel Montfoort	20-08-2020 12:28	Verwerkt
<input type="checkbox"/>	12-03-2020 13:44	WOLFCRAFT SLAGH...	016ED82F4036		Black/White 4.2" NFC	Standaard 4.2"	Winkel Montfoort	12-03-2020 13:44	Verwerkt
<input type="checkbox"/>	11-02-2020 16:39	VALK SOLUTIONS BE...	015DE980281D		Black/White 2.9" Non-...	Standaard 2.9"	Winkel Montfoort	12-03-2020 10:28	Verwerkt
<input type="checkbox"/>	09-03-2020 10:26	MAKITA COMBIBOOR...	0207E7D03B3A		Black/White/Red 2.9" ...	Standaard 2.9"	Winkel Montfoort	11-03-2020 16:42	Verwerkt

EDIT SHELF LABELS IN THE BROWSER

Specific settings per label are easy to edit in the ASPOS back office.

Product

APPEL ELSTAR 1 KG

€ 9,99

Winkel

Winkel Montfoort

ESL IDs

039B04AAB691

ESL type

Black/White/Red 4.2" NFC

(auto detect)

ESL layout

Standaard 4.2"

Opslaan

Annuleren

Label

Product

Label omschrijving

BLOEMKOOL SUPER LEKKER

Land van herkomst

Nederland

QualityClass

Jan Ovr

Quality

BIOLOGISCH

Weegschaalnummer

65

Weight

250 gr

Actie

☒ Nee ☐ Ja

Opslaan

Annuleren

LINK SHELF LABELS IN THE PDA

Using the ASPOS PDA, you can easily link items to new electronic labels.

Producttaken

Productinformatie

Min / Max aanpassen

Voorraad aanpassen

Voorraad opboeken

Voorraad afboeken

Prijswijziging

Schaplabel maken

Retouren toevoegen

Electronisch schaplabel koppelen

THT wijzigen

×

ESL koppelen

APPEL ELSTAR 1 KG

BIOLOGISCH

Merk: ONBEKEND \ MERKLOO

€ 9,99

Groep: AGF

Maat:

Subgroep: Aardappelen, Groent

Kleur:

Lev.:

Lev. code:

Min.Ink: 1

Factor: 0

Locatie:

2200103737430

Vrd: 0/0

Min/Max: 0/0

Inb: 0

Klb: 0

ESLID:

×

✓

**“A major step forward
towards better monitoring
of ever-changing daily
prices.”**

Pieter Tent

owner of several Ekoplaza
supermarkets and Natuurwinkels



Scan the QR code
Pieter talks about his
experience with ESL



Valk Solutions
Empowering retail

Call us on 0348 431 490 or email us at sales@valksolutions.nl. We will be happy to inform you.

www.valksolutions.nl