



## Press release

# Danish Coop has signed an agreement with Delfi Technologies A/S regarding the delivery of Breece System with fully graphic electronic shelf labels.



### About Delfi Technologies A/S

Breece System consists of fully graphic electronic shelf labels from ZBD Displays Ltd. in England and innovative software modules developed by Delfi Technologies A/S for the design and control of the shelf labels.

With more than 20 years' experience in IT solutions for the retail industry, Delfi has achieved a great awareness and knowledge about retail and mobile computing solutions.

Delfi provides solutions for retailers - for data capture, barcode equipment, Point of Sale equipment and support and development of software applications for these business areas.

Delfi is a specialist in the delivery of hardware and software for barcode solutions in Denmark, Sweden, Norway and Vietnam.

Køge, October 28, 2011

Danish Coop has signed an agreement with Delfi Technologies A/S regarding the delivery of Breece System with fully graphic electronic shelf labels to Coop stores in Denmark and Greenland.

The initial installation sum is at 77 stores with a value of more than 50 million DKK. The installation is already in progress and is expected to be finished within 3-5 months.

The agreement has been signed after a year with pilot test of the solution in three stores - Dagli'Brugsen in Rødving, SuperBrugsen in Stensballe and Kvickly in Ebeltoft (Denmark). Breece System and the fully graphic electronic shelf labels has provided the three stores a tool that ensures correct pricing and product information that is consistent with the information at checkout. This helps to improve the customer service in the stores.

The solution Coop has chosen is a complete graphic solution with a 2-way RF communication, where only a single transmitter often is enough to cover an entire store. This helps to simplify the solution and keep the installation time down.

Michael Jørgensen, sales and marketing director at Delfi Technologies A/S, explains the partnership with Coop:

*"The agreement with Coop is the largest contract with full graphical electronic shelf labels in Scandinavia, where the first installation sum is at 77 stores. It is "tomorrow's solution" and therefore we believe that it is a matter of time before we see the fully graphic electronic shelf labels in more stores."*

Together with Delfi, Coop can now offer its chains a complete graphic solution that eliminates the manual handling in the stores associated with replacing paper labels. The stores will save both time and money with the fully graphic solution. A solution that can be handled directly at the store shelves with a handheld terminal. The released time may instead be used to focus on other more valuable tasks in the store such as sales and increased customer care. At the same time, the fully graphic solution provides greater security for the individual store and its customers, as the price on the shelves always match the price at checkout.

Coop Danmark A/S is one of the largest retail companies in Denmark. The partnership with Delfi enables Coop to offer its chains a future-proofed solution that provides each store correct pricing and product information on the electronic shelf labels and at checkout. Today, Coop operates Svickly, SuperBrugsen, Dagli'Brugsen, Nettorvet and the subsidiaries Fakta A/S and Irma. Coop is owned by FDB and together with the independent associations, Coop has an annual turnover of approximately DKK 50 billion and 35.000 employees.

Svend Envoldsen, who is project manager at Coop Denmark A/S, explains the partnership:

*"We've tested Breece System from Delfi in several stores. The combination of the gains we've seen here, along with the graphic solution, price and easy installation, helped to form the basis for the agreement we have signed with Delfi. We are convinced that the solution can streamline store operation in our different chain stores and provide customers the additional confidence that prices always are correct. At the same time, we see a sensible investment that is repaid within a few years."*

### About Breece System

With Breece System, stores can eliminate errors in pricing and reduce queue time at the checkout because there will be 100% accuracy and consistency of price indication at the electronic shelf labels and at checkout. You can combine everything from product text and images to barcodes and logos on the electronic shelf labels.

It is possible to make central updates on chain level with every store involved. But it is also possible that each store can make its own updates. The fully graphic solution can be implemented while the store maintains its daily operation.



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