



## Press release

# SuperGros approves and recommends Delfi Breece System with full graphical electronic shelf labels.

### About the approval

SuperGros has approved Delfi Breece System with full graphical electronic shelf labels after testing the solution in two stores - SuperBest Østerfælled Torv in Copenhagen and EUROSPAR Søhus in Odense.

There have been completed test installations in two stores - a EUROSPAR and a SuperBest store. Both installations have been running for almost 6 months and are running with great satisfaction.

SuperGros will now offer the solution to its customers along with other retail IT solutions.

### Detail IT

Detail IT is a staff function under SuperGros a/s, which carries the merchants' interests.

SuperGros a/s is a wholesaler to the grocery market and the kiosk and convenience market, and is part of the Dagrofa group.

Dagrofa owns both the largest grocery wholesaler SuperGros - the country's leading cash & carry chain Dagrofa S-Engros and CateringEngros. It makes Dagrofa one of the largest food retailers with over 6000 employees and revenue of more than 23 billion DKK.

*Køge, 24th of June 2011*

SuperGros has approved Delfi Breece System with full graphical electronic shelf labels after testing the solution in two stores - SuperBest Østerfælled Torv in Copenhagen and EUROSPAR Søhus in Odense.

The cooperation with SuperGros is part of Delfi's partnership with partner EG Retail & Medie (formerly IT Gruppen), which handles the supply, installation and support of Delfi Breece System. The Breece solution consists of electronic shelf labels from ZBD Displays Ltd. and innovative software modules, developed by Delfi Technologies A/S for the design and control of the shelf labels.

SuperGros was looking for an improved solution to the already running model, which was a half graphical solution, which means that only the price indicated on the display can be updated. Full graphic solutions where both price and text can be updated electronically had appeared on the market and had started to become more cost-effective. It was these models Detail IT was looking for.

The choice of Delfi's full graphical solution was made in cooperation with selected grocers, who participated in a presentation with electronic shelf labels from different providers. The approval means that SuperGros now will offer Delfi Breece System to its grocers. This provides the opportunity for a greater cooperation between Delfi, EG Retail & Medie and SuperGros. Detail IT is planning to implement Delfi Breece System in several stores and new projects are waiting to be launched.

Detail IT explains the approval of Delfi Breece System with full graphical electronic shelf labels:

*"There have been completed test installations in two stores - a EUROSPAR and a SuperBest store. Both installations have been running for almost 6 months and are running with great satisfaction. Detail IT will now offer the solution to its customers along with other retail IT solutions."*

### The choice of Delfi Breece System

*"It is not necessary to use a range of antennas to communicate with the shelf labels - one or two antennas are sufficient to cover a large store. Delfi has made a simple and easy software package that connects the product management system with the electronic shelf labels. The layout of the shelf labels is simple and quick to change. It is also easy to link between products and the electronic shelf labels,"* tells Detail IT.

Delfi Breece System helps to streamline store operations and ensure consistency between the price indicated on the electronic shelf labels and at checkout.

Detail IT continues:

*"It is possible to scan the order number directly on the electronic shelf labels. The solution uses a two-way communication system so it is possible to identify shelf labels with possible errors and replace them. The shelf labels are available in various sizes, from sizes like standard paper labels to larger sizes that can be used in the fruit and vegetable department which requires that the text can be read from afar."*

### About SuperGros

SuperGros a/s is a wholesaler to the grocery market and the kiosk and convenience market, and is a part of the Dagrofa group. Dagrofa owns both the largest grocery wholesaler SuperGros - the country's leading cash & carry chain Dagrofa S-Engros and CateringEngros. It makes Dagrofa one of the largest food retailers with over 6000 employees and revenue of more than 23 billion DKK.

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**Delfi**



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# Breece System and electronic shelf labels - the safe choice for future retail environments

**Control store network centrally, cost-effective solution, flexible design options and light-touch infrastructure.**

### **Breece System**

Breece System consists of electronic shelf labels and innovative software modules for management and design of these.

Stores can eliminate pricing errors and reduce times spent at checkouts, because there will be 100% accuracy and consistency between price indication on the electronic shelf labels and the checkout.

It is possible to display everything from product text and images to barcodes and logos on the electronic shelf labels.

All the electronic shelf labels can be updated at the same time without affecting existing IT systems in the shop.

Breece System provides retail chains with competitive advantages and enables multiple daily updates on pricing and product information.

It is a centralized solution that allows the option of implementing central updates at chain level with every store involved. But at the same time, it is also possible for each store to make its own updates.

The solution can be implemented in a store while it maintains its daily operations and serves its customers.

### **The Technology**

Breece System uses electronic shelf labels (epops) and Bounce Communicator from ZBD Displays Ltd.

The combination of hardware from ZBD Displays Ltd. and the software modules, developed by Delfi Technologies A/S ensures that the solution integrates seamlessly with existing retail systems and provides a solution modelled precisely for customer requirements.

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### **About Delfi Technologies A/S**

Breece System is developed by Delfi Technologies A/S, a well-established company that has existed in the retail business for more than 20 years.

Delfi delivers solutions for the retail industry - data capture, barcode equipment, Point of Sale equipment, and service and development of software. Delfi delivers hardware and software for barcode solutions through a wide network of partners in Denmark, Sweden, Norway and Vietnam.

### **About EG Retail & Medie**

EG Retail & Medie has 25 years' experience and is a division of EG A/S with a focus on value-added IT solutions to retail and media industries. EG Retail is Scandinavia's largest power center within specialized IT solutions for the retail industry. EG Medie is a leading provider of IT solutions to the media industry.

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