



## Press release

# Delfi's partner in Norway, Lindbak Retail Systems AS has formed a 2-year cooperative agreement to provide Breece System COOP in Norway.

### COOP samarbejdet

Delfi's partner in Norway, Lindbak Retail Systems AS has formed a 2-year cooperation with COOP Norway regarding delivery of Breece System for the chain's stores.

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Lindbak is Delfi's Norwegian Breece partner, which manages the delivery, installation and support of Breece System from Delfi.

The Breece solution consists of electronical shelf labels and innovative software modules for design and control of these.

In cooperation with Delfi has Lindbak already integrated Breece system in 14 COOP supermarkets in Norway.

The 2-year cooperation agreement provides a framework for future installations of Breece system in additional COOP supermarkets.

The cooperation has an estimated value of 20 million Norwegian kroner.

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**Delfi**

*Køge, den 24. February 2011*

Delfi's partner in Norway has formed a 2-year cooperation with COOP in Norway regarding delivery of Delfi's Breece system for the chain's stores. The Breece solution consists of electronical shelf labels and innovative software modules for control and design of these. The solution aids streamline store operations and ensures consistency between the price indicated on the electronic shelf label and the cash line. Simultaneously the COOP stores can use their current IT systems to collect and afterwards update the electronical shelf labels with actual marketing information. The cooperation has an estimated value of 20 million Norwegian kroner.

One of the largest advantages with the Breece solution is that the entire installation and startup process can take place while a store maintains its daily operations and also serves their customers. The implementation takes only a single day and requires no alterations of the store, compared to other systems that require the store shuts down up to several weeks while installation and refurbishment of the store takes place. It is a centralized solution which gives stores the opportunity to integrate price and product information on the electronical shelf labels with data from the stores current existent IT systems.

The dialog with COOP goes through Delfi's partner, Lindbak in Norway who handles the delivery, installation and support of the Breece solution to the Norwegian stores. Back in early 2010 the first COOP convenience stores became entirely operational with fully graphical electronical shelf labels. Since then it has been a success and has been for 14 COOP stores in Norway, which now run with the Breece solution. From COOP's side there has been placed a great deal of emphasis on design and mounting of the containment on the electronical shelf labels which has to be easy similar to the coupling of the new electronical shelf labels against the stores existing database should be simple.

The sales and marketing manager at Delfi, Michael Jørgensen, explains the cooperation:

*"Pricing and marketing is made more flexible with the fully graphical electronic shelf labels and simultaneously make the daily operation of the store efficient. The cooperation with COOP shows that Delfi and Lindbak contribute to the further development of innovative areas inside store management."*

At Coop Norway they are well satisfied with the cooperation. *"COOP Norway business have agreed the Letter of Intent with Lindbak Retail Systems AS based on the whole electronic label solution. We currently use the solution from Lindbak in 14 stores and see an efficient potential for the use of electronic labels in addition to the customers having a positive shopping experience in our stores as a result of the correct price information and visually,"* says Rolf Wathne from COOP Norway.

The Breece solution is fully graphical which means that COOP can combine everything from item text and images to barcodes and logos on the electronical shelf labels. With the fully graphical electronic shelf labels COOP can manage the entire store. This saves store personnel for all the time spent on manually replacing the traditional shelf labels of paper. In this way there is more time for sale and customer care which ultimately helps to improve the stores performance. The concept with the Breece system is based on wireless technology. In this way the disruptions in the store are minimal – the whole system can be integrated quickly and simply and all the electronic shelf labels (epops) can be updated in one way and simultaneously without affecting the existing infrastructure.



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### Breece System and electronic shelf labels - det sikre valg for fremtidens butiksmiljøer:

### Centralt kontrol af butikskæder, omkostningseffektiv løsning, fleksible designmuligheder og ingen udbyg- get infrastruktur.

#### **Breece System**

The Breece system is an innovative solution developed by Delfi technologies A/S to handle electronic tagging in retail applications.

The Breece system provides retail chains larger competition advantages and opens up multiple daily updates pricing and product information.

The solution works alongside the store's existing technology and is designed to ensure a simple and cost effective integration with existing retail systems.

Read more about the solution on: [www.breecesystem.com](http://www.breecesystem.com)

#### **Om Delfi Technologies A/S**

Breece System er udviklet af Delfi Technologies A/S, som med mere end 20 års erfaring inden for it-løsninger til detailhandlen har opnået et stort kendskab til og viden omkring butiks- og håndterminal løsninger. Delfi leverer løsninger til detailhandlen - inden for datafangst, stregkode udstyr, Point of Sale udstyr og support samt udvikling af software applikationer til disse forretningsområder. Delfi er specialist i levering af hardware og software til stregkode løsninger i Danmark, Sverige, Norge og Vietnam. Se også [www.delfi.com](http://www.delfi.com)

#### **Om Lindbak Retail Systems AS**

Lindbak Retail Systems AS er et datterselskab i Lindbak Gruppen. Selskabet leverer komplette, integreret styrings- og informationssystemer til drift og ledelse af butikker og detailkæder, og møder det samlede behovet for kædeledelse, regionale hovedkontorer, kædebutikker og varehuse inden for en række brancher. Løsningerne fra Lindbak er installeret i 10 europæiske lande, i 3000 butikker på hundredvis af kædekontorer.

Lindbak Retail Systems har eget datterselskab i Sverige og har totalt 114 ansatte på kontorer i Oslo, Stavanger, Trondheim, Bergen, Bollnäs, Stockholm og Göteborg. Selskabet med sit datterselskab i Sverige omsatte i 2009 for 150 millioner kroner. Se også [www.lindbakretail.no](http://www.lindbakretail.no)

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**Delfi**

**LINDBAK**

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