**~ Electronic Shelf Labels Are Here ~**

Introducing electronic shelf labels (ESLs) into your operations offers several benefits extending beyond just mere convenience. Below are the top reasons stores are investing in electronic shelf labels. ESLs:

1. Are capable of making price changes in a matter of seconds. This allows for swiftly adapting to pricing updates in today’s volatile market
2. Can reallocate up to 10.7 labor hours per week, or over 550 hours annually.  This eliminates the need for repetitive paper printing while reducing ink and administrative expenses.
3. Improve the accuracy of prices 10 fold over the traditional paper process. This helps proactively address the issues of missed hotsheets in the day-to-day operations.
4. Shift Store Associate focus from the monotony of putting up and taking down labels to sales building initiatives, increasing staff morale
5. Provide capabilities to ‘flash’ on demand. This is leveraged by staff for finding and stocking products quicker on the sales floor, thereby reducing put-away errors.
6. Are smart enough to know which items are on sales (i.e. MIP based promotions) and then adapt to display the regular and sales price, including calling out it savings. This makes it substantially easier to execute short sales promotions.

::Insert photo of Promo ESL here::

1. Without store associate intervention, automatically give a different look and feel to labels that are MSU, closeout, and consumer unit based tags

:::Inset three photos Multiple Selling Unit ESL, Closeout ESL, and Consumer Unit Pricing ESL here. Have a caption of the title for each one

1. Come QR code ready, allowing shoppers the ability to scan products to receive insightful content about its features. Think grills, power equipment, and other products benefiting from POP.
2. Provide modernized look and feel, available in 4 color bin label templates

::Insert photo of ESLs various colors here

1. Have direct compatibility with your current Zebra devices (e.g. TC57)
2. Minimize lost sales. ESLs know when quantity on hand has reached zero, and inform the customer to ask for a sales associate to special order the product.

**Program Costs:**

Pricing:

* 1.5” tags = $6.51 (smaller tag for tight spaces)
* 2.1” tags = $7.12 (most typically used)
* 4.2” tags = $15.62
* 7.4” tags = $35.24

::Insert photo of different size labels here. Caption the difference sizes and price points

In addition to the initial purchase:

* Fixturing for tags are required
* Monthly SAAS fee (includes support, software, dashboards, etc.) are:
  + Less than 10,000 tags = $100 a month
  + Greater or equal to 10,000 tags = $200 a month
  + Additional benefits available for retailers with 10 or more stores

**Getting Started:**

1. Complete the discovery survey [found here](https://www.vusion.com/ace-hardware/)
2. Have a general understanding of the number of ESLs you’d like to implement, types of fixtures you currently use and approximate timetable for readiness
3. VusionGroup will contact you within 48 hours of completing the above discovery survey for an exploratory call
4. Following the exploratory call, VusionGroup will provide a high-level quote and an understanding of next steps

**Get in Touch to Discover More:**

[Click here](https://www.vusion.com/ace-hardware/) for more info from VusionGroup

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