

Electronic Shelf Label FAQs



1. Who is Ace's preferred vendor for Electronic Shelf Labels?

VusionGroup, a global leader in retail technology that specializes in cutting-edge in-store solutions for ESL automation and communication.

2. At what stage is Ace at with the development of an ESL program?

We are currently in the early stages of the program creation. Implementation and store procedure guides are being developed, and there are currently limited integration points with other Ace systems. As the program further matures, more functionality, tools, and resources are on the roadmap.

3. Tell me about pricing. What tag sizes are offered and their corresponding pricing?

Sizes and Prices are as follows:

- 1.5" = \$6.51 (smaller tag for tight spaces)/tag
- 2.1" = \$7.12 (most typically used)/tag
- 4.2" = \$15.62/tag
- 7.4" = \$35.24/tag

In addition, a monthly SAAS fee (includes support, software, dashboards, etc.) applies:

- 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

4. Does Ace offer any financing plans for ESLs?

Currently, a finance programs is not an option. As the program further develops, financial incentives and offerings will be re-assessed.

5. I heard the ESLs are considered 4-Color blue tooth technology. What does that even mean?

Like the name states, there are four colors associated with tag displays (black, white, red, and yellow), which helps promo offerings, closeouts, etc. stand out amongst items. With its open protocol, Bluetooth technology allows for regular updates and continuous improvements. The 4-color Bluetooth electronic labels are the latest in digital price tag technology, enabling faster response times for ESL updates and ensuring improved performance and reliability. Bluetooth technology has an open protocol, meaning continuous advancements can be made to it.

6. What does it mean that the ESL labels can "pick to light"

Beyond price changes, ESLs have grown in capabilities to 'flash' to call further attention to product. This is helpful to find items quicker when assisting customers or for store associates to stock products. Ace feels there are several opportunities to create integration points with this feature and are targeting doing so in the future.

7. Can I design different types of label depending on the item?

Absolutely. Ace has set up recommended bin label "template designs" for each for the following types of tags:

- Standard, everyday items
- Items on promotion (specifically, items with a sales retail in Eagle MIP)
- Multiple Selling Unit (MSU) items, e.g. rope, wire, pipe
- Consumer Pricing Label

Why is this beneficial?

Based on the data from your system, the technology is smart enough to know which items are on (or coming off) an MIP promotion and automatically uses that bin label design at the shelf.

8. How long does the battery of a shelf label last?

Like with any battery, this varies from label to label based on the amount of use /number of updates to the tag. For illustrative purposes, if you average one price change per day, a battery can last up to eight years. Other factors driving battery life include the amount of tag pick-to-light 'flashing' performed.

9. Do the ESLs have any integration points with my POS?

There are some degree of integration points between Epicor Eagle for Windows and ESLs. Via Compass reporting, a process has been developed by which SKU files are sent throughout the day from Eagle to VusionGroup (via store Access Points) recognizing changes to information appearing on the labels for updates. Tighter integration between ESLs and Epicor (including the Retailer Mobile App) are on the roadmap for future pursuit.

If you are on a different POS other than Eagle for Windows, integration is also possible, but you will need to collaborate with your POS provider on actions such as identifying the data feed for the ESLs, configuration setup, and the delivery mechanism to VusionGroup.

10. Can I deploy labels for some of my store or is it all or nothing?

The program is certainly flexible in terms of how much of your store you decide to pursue. You can start with an aisle or do the entire store. Bottomline - VusionGroup can accommodate any size project.

11. How do we associate ESLs with products in the store?

"Linking" products to tags is most effectively executed via downloading VusionGroup's app known as V-link. This step-by-step process is covered in the ESL Implementation Guide.

12. How do I determine my SKU count needs?

There is item-level reporting available from Ace that can help you estimate your SKU count with filtering taking out potential "noise" data (i.e. HHC SKUs, non-priced items, service SKUs, etc.). These are estimated numbers, but should help to get you in the range of your overall needs.

13. Can VusionGroup do a lab setup?

Of course. ESLs are an investment. As such, VusionGroup is able to provide a lab set up in order to gain direct familiarity with the process. Just ask your VusionGroup Sales Representative for details.



14. What level of assistance will I receive with installation of tags?

There are two basic alternatives for installing ESLs:

1. Standard do-it-yourself – You will be trained on the process from VusionGroup for you to self-deploy. Moreover, a step-by-step implementation guide and store procedures is in the process of being developed.

2. White glove - In this case, VusionGroup and its partners install the fixtures, tags, and linking of labels to products for you. Request a quote from your Sales Representative for this service.

15. How do I get more information?

Conduct a discovery call with VusionGroup. Visit the following webpage to get started:

<https://www.vusion.com/ace-hardware/>

You can also contact David Piazza, Business Development Manager at VusionGroup, with any questions.

- Email: david.piazza@vusion.com
- Phone: 815.483.5261