



Food



## E. LECLERC

### Saving time and improving productivity

Founded in 1949 by Edouard Leclerc, E. Leclerc is a leading retail group in France with a total market share of over 18%. The group currently has 569 hypermarkets and supermarkets in France alone, and more than 120 stores throughout the rest of the world. The E. Leclerc group's most distinctive feature is the independence of its store managers – they are not employees of the group, but members and owners of their stores, and thus they have a great deal of autonomy in the running of their stores.



Every store manager has total freedom with regard to the choice of products they wish to sell, as well as the equipment in use throughout their store. Eric Pangrani is the Director of the E. Leclerc store in Grasse, located in the Alpes-Maritimes region, France. This hypermarket has a total commercial area of 6,000 m<sup>2</sup>, and 230 employees. Facing the competition from many other brands in the Côte d'Azur, Eric

Pangrani regularly adopts new concepts and takes cutting-edge initiatives in order to improve the in-store customer experience. Very early on, he decided to adopt Electronic Shelf Labels (ESLs) to improve both price reactivity and price integrity in his store. He also wanted to be able to lead a more aggressive pricing policy.

#### E. Leclerc Grasse's expectations

"Initially, we deployed a first generation ESL solution, which included a segment digital display that allowed us to improve price management and dramatically reduce pricing errors. However, these labels also involved the manual changing and pasting of stickers, as it was not possible to display all of the necessary product information on the label's screens. This task was tedious for my employees, and, furthermore, contributed to some errors. In my opinion, the old labels also lacked readability. Therefore, in 2008, we decided to reconsider this system of labelling," explained Eric Pangrani, Director of E. Leclerc Grasse.

E. Leclerc Grasse was looking for a reliable, easy-to-install, fully automated solution that would eliminate the need for stickers, so that programmed or temporary price updates could be more efficiently and accurately managed. The solution also had to be perfectly integrated into the store's new back-office system, and could not interfere with their wireless network.

### CLIENT PROFILE

**Name:**

E. Leclerc Grasse

**Place:**

Grasse, Alpes-Maritimes, France

**Store Size:**

6,000 m<sup>2</sup>

**Number of employees:**

230

**Average Annual Turnover:**

€70 million

**Number of ESLs:**

35,000 Pricer graphic ESLs throughout the whole store



## Pricer's solution and its implementation

The store chose Pricer's ESLs after comparing them with newer offerings from its former supplier. "We selected Pricer ESLs because their technology was more advanced. Pricer is a pioneering brand – at that time, they were the only ones to offer graphic labels. The technology was my first criterion of choice, but best readability and the look of the labels were also very important to me," said Pangrani.

Once selected, E.Leclerc Grasse deployed 35,000 Pricer ESLs throughout its store, in all departments, and is still using them today. Pricer's system integrated perfectly with the store's back-office system, and, as it is an infrared communication system, it does not create any interference with radio frequency (RF) applications inside the store.

Finally, the implementation of ESLs was very fast and did not disrupt the activity of the store. "The installation went very well. I was trained and very well supervised by Pricer's team – and it helps that the system is easy to use because it is so intuitive. Everything about the installation was quick," Pangrani added.

## Result

The implementation of Pricer's graphic ESLs and the complete automation of shelf-edge pricing now means that E.Leclerc Grasse can make appropriate price changes to be more responsive, and thus has a considerable advantage over its competitors.

The staff are also now more available to customers, which has helped increase customer satisfaction and, therefore, sales. Graphic labels have allowed the store to display all necessary product information with a visual quality identical to paper, yet with all the technological advantages of an ESL.

Pricer's system offers total management and traceability of the display of prices, and staff and customers can be confident of the integrity of the prices.

"It is undeniable that we have gained both in time and in productivity – pricing errors are now almost non-existent, and we can make adjustments to prices in a flash when necessary, thanks to the capabilities of two-way communication between the labels and the system," Pangrani explained. "Moreover, the readability of these labels is remarkable – the display of prices and product information is extremely clear and offers very easy reading for all our customers.

"Finally, Pricer's software is scalable to fit the needs of the store. Particularly flexible and intuitive, this software is regularly updated with new features to facilitate better management of the ESLs.

"We have been using Pricer's ESLs for the last 5 years, and I am very pleased with our decision, as the Pricer solution was able to fulfil all our unique needs. I can honestly say that I am really very happy with my experience with Pricer," Pangrani concluded.

## BENEFITS

- Pricing in a timely manner
- Responsive to competitors and legal developments (VAT, EcoPart,...)
- Total control of price changes
- Superior readability
- Rapid installation and highly user-friendly
- Increased customer satisfaction
- Simple integration with back-office
- Intuitive software

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Eric Pangrani, Director of the E.Leclerc store in Grasse



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