

**Italy Veneto** Corvina, Rondinella, Molinara  
Full-bodied  
Red wine

Full bodied, balanced and pleasant wine

**Bottega Amarone**  
16,5% 75 cl Sugar: 2 g/l

**31.50 EUR 42.00 EUR L**

**OFFER Buy 2 for 55 EUR** 823759392737473  
2144994

**AMARONE DELLA VALPOLICELLA CLASSICO RISERVA 2006 BOTTEGA**

**Bottega Amarone**

**OFFER**

**Buy 2 for 55 EUR**

**“ We selected Displaydata’s eye-catching ESLs because the innovative platform allows us to reduce the time spent on updating the pricing information on the labels and ensure that prices on our ships are accurate 24/7. We can also run promotions and influence the purchase decision of customers at the shelf edge, by changing price or information in seconds. With Displaydata, we have the ability to centrally manage the ESLs on our ships, giving us unprecedented agility and operational efficiencies. What’s more, we have already received a tremendous amount of positive feedback from our employees and customers. ”**

**Ave Makke, Head of Sales Department, AS Tallink Duty Free**

## OPTIMIZING THE STORE EXPERIENCE

## OPPORTUNITIES. REALISED

### OPPORTUNITY

Tallink Grupp AS is the leading provider of high-quality mini-cruise and passenger transport services in the northern Baltic Sea region and roll-on, roll-off cargo services on selected routes. Its fleet of 15 vessels offers frequent departures with high-end accommodation, large onboard shopping areas and high quality services. The company’s vision is to be the market pioneer in Europe by offering excellence in leisure and business travel and sea transportation services.

As part of its drive to improve the customer experience the company was looking for ways to: enhance the look and feel of its on-board shops and ensure that prices align on-board with the retail outlets that it owns and operates in ports in Sweden, Finland, Estonia and Latvia. In addition, Tallink was keen to reduce the time and cost of updating prices and promotions.





## BENEFITS

- Update pricing remotely
- Ensure price accuracy 24/7
- Offer more promotions
- Easily align prices on ship with stores on shore
- Free staff to serve customers
- Fully-graphic, bright and colour-consistent labels
- Simple architecture eases roll out and management

## SOLUTION

After reviewing a range of Electronic Shelf Label (ESL) options, Tallink selected Displaydata's enterprise ESL solution. This decision was based on several key things: the platform requires a minimal amount of hardware on board and in-store, and, as it's centrally managed, one person using Displaydata's simple software can design, amend and update labels to make changes on any shelf-edge, anywhere, instantly. Also, Displaydata's label range is extensive with different sizes of labels – and three colour fully-graphical options – offering a blank canvass to include a broad range of information. In this instance Tallink wanted to display product information in dual languages, with currencies changed depending on the port of call, and highlight promotions.

The following ESLs from Displaydata's ESLs Chroma and Aura range have been deployed including:

- Aura 21
- Aura 29
- Aura 42
- Chroma 21R
- Chroma 29R
- Chroma 42R

## RESULTS

Displaydata's enterprise solution, with the help of its POS and travel booking systems partner, Nixor, will allow Tallink to quickly change prices and promotions on board the ships' duty-free stores to align with port of call retail stores located in Sweden, Finland, Estonia and Latvia. The ESLs will also display product information in English with dual currencies depending on the country of the port of call.

Tallink is able to update all of its labels remotely and immediately it's seeing a significant reduction in the time needed to update prices and promotions. In addition, with labels offering two-way communication back to HQ, it can check that all prices are accurate – and aligned between ships and its on-shore outlets.

The versatility of the system also means that Tallink can deploy more promotions to better influence purchasing decisions at the shelf-edge. From an operations perspective, the sales team have been freed from manual and laborious price changes to spend more time serving customers.

Concluding with his views on the label deployment, Ave Makke says: "With Displaydata, we have the ability to centrally manage the ESLs on our ships, giving us unprecedented agility and operational efficiencies. What's more, we have already received a tremendous amount of positive feedback from our employees and customers."