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Florian Wehrenpfennig, Owner

Displaydata Turns Rathaus Apotheke Into One of Germany’s Most Modern Pharmacies

Opportunity

German pharmacy Rathaus Apotheke, located in St. Augustin, boasts that it delivers faster than the internet and offers a more flexible business model than any large chain. However, the store still sought a way to improve its in-store efficiency to better serve customers.

Solution

Florian Wehrenpfennig, owner of the pharmacy, decided to invest in leading-edge Electronic Shelf Label (ESLs) technology from Displaydata with partner **Delfi Technologies**. With ESLs, no time is wasted when it comes to changing prices on the shelf. Not only are the ESLs precise, flexible and efficient – they also create extra time and space for employees to consult with customers.

Results

According to Wehrenpfennig, the benefits of the Displaydata ESLs go beyond merely providing an aesthetically pleasing shelf edge. At all times, customers and associates alike can rely on seeing the correct and updated price information. Adjustments are made in the blink of an eye and require minimal handling of price changes. The implementation of the Displaydata ESLs with partner Delfi Technologies was simple and very quick.

The ESLs have given Rathaus Apotheke associates more time to focus on helping customers, instead of wasting time printing and applying new paper labels. The pharmacy, rich in tradition, does not use technology for the sake of innovation, but to help create a more personal connection with the customers.

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