



DIY Store Woody Älvängen Frees Up Time For Sales and Customer Activities with Displaydata's Electronic Shelf Labels.

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Peter Magnusson,
Project Manager at Woody Älvängen

Opportunity

Located north of Gothenburg in Sweden, DIY store Woody Älvängen recognizes the need to think differently in order to achieve both efficiency and profitability. Operating in a sector that is currently undergoing a digital transformation and frequent product changes in the face of a mature consumer market, Woody Älvängen was challenged to make a change.

Compared to stores in other sectors, DIY retailers face more intense demands when it comes to tasks such as product and price changes. It is extremely time consuming for a DIY store with far more products and larger store footprints. This, combined with the long distance from the back office to the shelf, means that the information at the shelf edge needs to be accurate to eliminate the need for associates to constantly check price information and instead, make themselves available to answer customer-related questions.

Solution

As a solution to this problem, Woody Älvängen has become one of the first retailers in Sweden to implement an effective store operation platform powered by Electronic Shelf Labels (ESLs). The Displaydata ESLs with partner **Delfi Technologies**, enable Woody Älvängen to show the right product information at the right time, directly at the shelf, to help both customers and associates.

“We have eliminated significant costs for paper and printing by implementing the ESLs from Displaydata and partner Delfi,” said Peter Magnusson, Project Manager at Woody Älvängen. “This also means that changing information is now possible at the touch of a button,”

Results

The ESLs are linked directly to Woody Älvängen's back office system, allowing the retailer to automatically push price or product updates to the labels. As well, the Delfi platform has an easy-to-use PDA solution for shelf management, enabling Woody Älvängen store associates to easily and quickly remerchandise and link or unlink products. The online connection and ability to make immediate changes means that no time is wasted.

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