

HOBRO VINHANDEL DIGITIZES THE STORE WITH ELECTRONIC PRICE TAGS

The local wine shop in Hobro (Denmark) has existed for more than 10 years. A growth journey is underway, including a full digitization of the store. Going from writing price tags in hand to a fully digital solution with a complete overview of and access to data on the entire range of wines.

Things are going well for the wine shop, Hobro Vinhandel in Jutland. In the recent years, the store has been on a growth journey and has, among other things, expanded its range, staff and shop space. At the same time, the store has gone from being the very small specialty shop with the right wine for the menu at New Year's Eve - to now having a wide range that, among other things, invites you to take a whole box of good red wine at a sharp price - and still have the very special wine for the more special occasions.

As part of making the store more digital, the store has invested in electronic price tags from Delfi Technologies and a new checkout system. Previously, before getting the electronic price tags and the new checkout system, no items were created in the system. It also meant that the price of a wine was simply just entered as „red wine“ in the checkout system.

DIGITIZATION ENSURES UPDATED INFORMATION

There was no real overview of either sold wines or bestsellers.

- Before we got the new checkout system and the digital price tags, we were dependent on prices being affixed to all our wines. We couldn't just scan a wine in the system and see the price of it. Now, we have digitized everything, have all prices in the system, and the correct and updated prices at the shelf, says Daniel Sloth, Store Manager at Hobro Vinhandel.

The software that controls the electronic price tags is in the cloud and is connected to data from the store's new checkout system. In this way, you can easily and quickly send out product and price information continuously to the more than 500 different products at the shelves.

“

Before we got the new checkout system and the digital price tags, we were dependent on prices being affixed to all our wines. We couldn't just scan a wine in the system and see the price of it. Now, we have digitized everything, have all prices in the system, and the correct and updated prices at the shelf.

”

– Daniel Sloth,
Store Manager at Hobro Vinhandel





APP HELPS STAFF MEMBERS

To link a new wine to a new sign, the store simply just has to ensure that the wine is created in the system - and then scan the barcode of the sign and the barcode of the wine. The actual association between wine and signs is done with the help of Delfi Technologies' app, which staff members have on their smartphones. The app also has the option of changing the layout of the sign, so that you can, for example, have several wines on the same sign.

In Hobro Vinhandel, the store has electronic price tags in two different sizes. A smaller Chroma 21 display and the larger Chroma 42 display. The store mounts the smallest of the signs with a magnet directly at the shelves where spirits, beer and loose wines are sold. The larger signs are used mounted to an A4 stand, where you also show longer descriptions, recommendations and ratings of the wines. Especially, the large electronic signs provide a significant gain for Daniel and his business.

- Especially with the large signs that we have for our wines, which are primarily sold in whole boxes, we can

really feel a difference. The sign highlights our special offers with a strong, red background, so that customers have no doubt that there is something to save here. Before we got these signs, we sold less wines in whole boxes. It's more fun to send a customer home with 2-3 boxes of good red wine than a few individual bottles, Daniel Sloth says.

ABOUT HOBRO VINHANDEL

The local wine shop in Hobro has existed for more than 10 years. In the recent years, the store has been on a growth journey and now employs a staff of 5 people, who all together are committed to offering the residents of Hobro and the surrounding area a good glass of wine. The store imports all the wines themselves, which are primarily sold in whole boxes. But attractive prices guarantee the best price to the customers. The store always has a minimum of 20.000 bottles of wine in stock, so there is something for every taste.