

LEADING BIKE SHOP IN GERMANY IMPLEMENTS NEW TECHNOLOGY

The RADHAUS Ingolstadt impresses with a huge product range of more than 6,000 bicycles, bicycle clothing and accessories. Electronic shelf labels have now been introduced to display the most up-to-date product information, pricing and stock levels.

Looking for a new bike from a world class bicycle shop? If you are in Germany, near Munich, then you must visit RADHAUS Ingolstadt - the best bike shop in the region.

RADHAUS Ingolstadt is not just a classic bicycle shop. The large 7.000 square meters shop offers a wide selection of more than 6.000 bikes and bicycle accessories with everything from organic bikes and e-bikes to racing bikes, cross bikes and bikes for kids.

40 YEARS OF BICYCLES AND PROFESSIONAL ADVICE

In 2022, the bicycle shop is celebrating its 40th anniversary. With the largest product range in the region, you get the advice you need when you are looking for the right bike at RADHAUS Ingolstadt. An in-house master workshop also offers you regular maintenance and professional inspections of your bikes.

SAVING TIME FOR CUSTOMER SERVICE

Maintaining an overview of the huge stock levels is absolutely necessary if the customer is to be supported in the best possible way without wasting time on administrative tasks and updating price tags.

To avoid taking time away from customer service, RADHAUS Ingolstadt was therefore looking for a solu-

tion to replace the time-consuming paper signs with a digital and more future-proof solution with electronic shelf labels (ESL). After researching the market for different ESL suppliers, the final choice fell on the Breece System from Delfi Technologies.

“

The fact that stock levels and prices always are updated, gives us a much better foundation to provide a professional service to our customers.

”

**– Renzo Boccacci,
Commercial Manager at RADHAUS**





A NEW OF COMMUNICATING WITH CYCLING ENTHUSIASTS

The new Breece ESL solution supports the sales team with more information and allow the team to run the shop in a much more flexible way with a completely new way to communicate with cycling enthusiasts.

- We can now actually both view and update stock levels on the electronic shelf labels as well as show different bike variants, says Renzo Boccacci, Commercial Manager at RADHAUS Ingolstadt and continues:

- The fact that stock levels and prices are always up to date gives us a much better basis for professional advice to our customers.

To cover the entire 7.000 square meter shop area, it was only necessary to set up 2 wireless communicators to be able to send data to and from the approx. 6.000 ESLs. The solution is cloud-based and manages everything with real-time updates sent from the store's ERP system to the digital price tags. With a mobile app (Breece GO), the bike shop can monitor and track everything, swap signs, add new signs, etc.

ABOUT RADHAUS

RADHAUS Ingolstadt is a leading bicycle shop in Germany, celebrating its 40th anniversary in 2022. Located near Munich, the bike shop offers the largest selection in the region with more than 6.000 bikes and all kind of bicycle accessories.