

## JUTLAND'S LARGEST WINE SHOP IS SUCCESSFUL WITH DIGITAL PRICE TAGS

*In Hjørring (Denmark), plenty of wine is being sold at Supervin. The company's popular webshop accounts for 90 percent of the revenue, which has required new digital initiatives in the store. Supervin has therefore implemented digital price tags from Delfi Technologies.*

Supervin conducts business according to the principle of offering wine for every taste. This means that there must be room for everyone, which is also reflected in the store's large assortment of around 5.000 different wines with something for every taste in different price ranges.

In its infancy 15 years ago, Supervin began as an experimental element of a larger SuperBest supermarket store. Here, the business started importing wine to be sold online. A lot of things have taken place since that time. The SuperBest business became Supervin, there has been a great growth in the online trade in wine and today the business has a turnover of several million DKK.

At Supervin, the staff would much rather send a happy customer out the door with good wines at attractive prices than overcharge for individual bottles of wine. That is why you will also find shopping carts at the entrance, as you know from supermarkets. There are multiple promotions and offers running, where you e.g. can buy six bottles of wine at a particularly good price.

### **THE GOOD PRICES MUST ALSO BE VISIBLE**

With the ever-increasing online success, it also requires that there is synergy between the webshop and the physical business. Supervin has therefore

synchronized all prices, offers and promotions, so that the customer is always guaranteed the same good prices in the store, which are also available at the webshop. This has been made possible with digital price tags from Delfi Technologies.

“

***We have a solution that works with the option of synchronizing our web prices with the store. When we now highlight our special offers in red, customers are in no doubt that they are getting an extremely sharp price.***

”

**– Søren Holmsgaard,  
Store Manager at Supervin**





With the digital price tags, the company can highlight and make web prices visible in the store. With an integration to the ERP system and the webshop, all prices and promotions are automatically distributed to the digital price tags within a few seconds – from the moment a price is changed in the webshop.

- Our digital signage solution turns our business and webshop into a kind of „playground of possibilities“, as we can now create everything from daily offers on special red wines to promotions on selected product groups, without having to think about changing a single paper sign – and at the same time remember to change the signs back again, says Søren Holmsgaard, Store Manager at Supervin and continues:

- We have a solution that works with the option of synchronizing our web prices with the store. When we now highlight our special offers in red, customers are in no doubt that they are getting an extremely sharp price.

### **SIMPLE AND MOBILE SOLUTION**

At Supervin, the staff can easily and quickly associate the digital price tags with a new wine using Delfi's mobile app. The app can be used on both handheld terminals, but also directly on smartphones. The association between the sign and the wine itself is handled

by simply scanning the barcode of the sign and then the barcode of the wine.

After this, all price and product information will be automatically updated when the webshop's prices are changed, just as you have the option to change the layout of the signs, directly via the app. A wireless antenna connected to the store's network ensures that all the updates are sent out to the approx. 5.000 digital signs that the store has put up.

### **ABOUT SUPERVIN**

Supervin is Jutland's largest, physical specialist store for wine and Denmark's largest and fastest growing online store (supervin.dk). Wines are imported directly and without an expensive middleman from many exciting wineries around the world and have a wide selection of spirits. The store is built like a professional department store with high ceilings and wide aisles, where it is easy to study the large selection of wines, spirits, specialty beers and various delicacies.