

**DIGITAL LABELING**

**FOR DINING, HOSPITALITY**

**AND TOURISM**



# COMPANY

---

**e-shelf-labels** is a value added distributor, system integrator, service provider and consultant firm for all matters relating to electronic displays and digital labeling.

We offer our customers a large variety of electronic price tags for individual use. Our products range from 868 MHz up to 2.4 GHz labels in sizes from 27.5 x 27.5 mm up to 190.08 x 237.60 mm with various features such as LEDs.

Our complete package includes matching hardware and software solutions as well as an extensive range of solutions for

your digital labeling and signage process.

Our service-oriented team will implement your project around different labeling topics in a professional manner.

We offer more than 15 years of experience in the field of auto-ID, as well as know-how on interfaces, network technology and various labeling technologies such as barcode, chip or RFID. **e-shelf-labels** is your consultant and partner for holistic solutions around electronic signage.



## **e-shelf-labels**

- Many years of experience in labeling and auto-ID
- Service-oriented team around your project
- Customized solutions and utilization of a strong partner network

# SERVICE

---



Whether retail or industry - electronic displays can handle many applications quickly and comprehensively, and can be connected to your respective ERP or production software. Together with our strong partner network we will gladly assist you in the development and implementation of your ideas.

Even after installation you can count on us. Please feel free to contact us with any further inquiries because our success is measured by yours. Of course, we provide individual support and service contracts to meet your needs and concerns.



# TECHNOLOGY

---

The overall solution for digital labeling includes electronic labels on e-ink technology and the surrounding digital infrastructure.

The particular software processes informations about price or reservations in restaurants, hotels or tourism and forwards them by radio to the MultiCom infrastructure.

After evaluation the data is send via access points to the assigned digital label. The strong interactivity contributes enormously to the

guest relation management. The QR Code scanned by the customer's smartphone makes further product details such as ingredients conveniently accessible at any time.

Since expensive manual inscriptions of menus, buffets

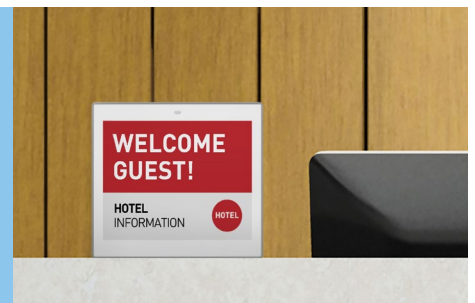
## Complete package for digital labeling

as well as manual updates of holiday offers at airports

and in travel agencies no longer apply, staff can focus primarily on customer service. The provision of WLAN, NFC technology and smartphone apps creates an omnichannel package that enhances the customer experience and acts in the spirit of the hospitality system.

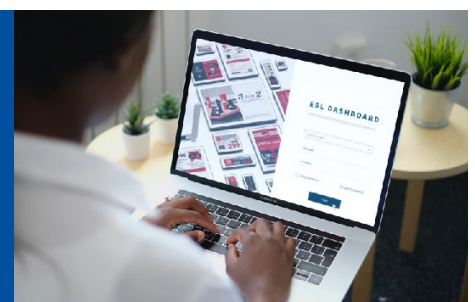
In the areas of room management and industrial sector, digital labeling facilitates process optimization, productivity, cost reduction, waste prevention and personnel relief.

Our electronic price tags, designed with E-Ink displays, can be operated without the need for a constant power supply and offer maximum reading comfort thanks to the „bistable“ E-Ink. In addition to the VUSION series from SES-imagotag, this also includes the Newton labels from SoluM with elegant design and modular construction.



Every technology is based on a solid digital infrastructure which the system can build on. With the leading manufacturer of e-ink labels as a strong partner, we offer the complete infrastructure of hardware and software to build a stable system for the electronic labels and to enable numerous opportunities for networking between customer, product and retailer.

We believe in integrated complete solutions from one source . So this is exactly what we offer: One-stop, tailor-made solutions and interface technology for our hardware. In order to meet the requirements of progressive industrial enterprises, we rely on compact and modular program development.





# SOLUTIONS FOR HOSPITALITY

---

The digital transformation affects the entire economic sector and thus also dining and hospitality.

In the area of food & beverage management the use of digital labels can save enormous amounts of time and therefore

„Happy Hour“ and creates permanent transparency for the customer. Even table reservations can be updated with one click.

In addition to an appealing design and the saving of printing and personnel

## Digital labeling as part of a future-oriented hotel and catering equipment

the focus can be placed on what is important: the guests.

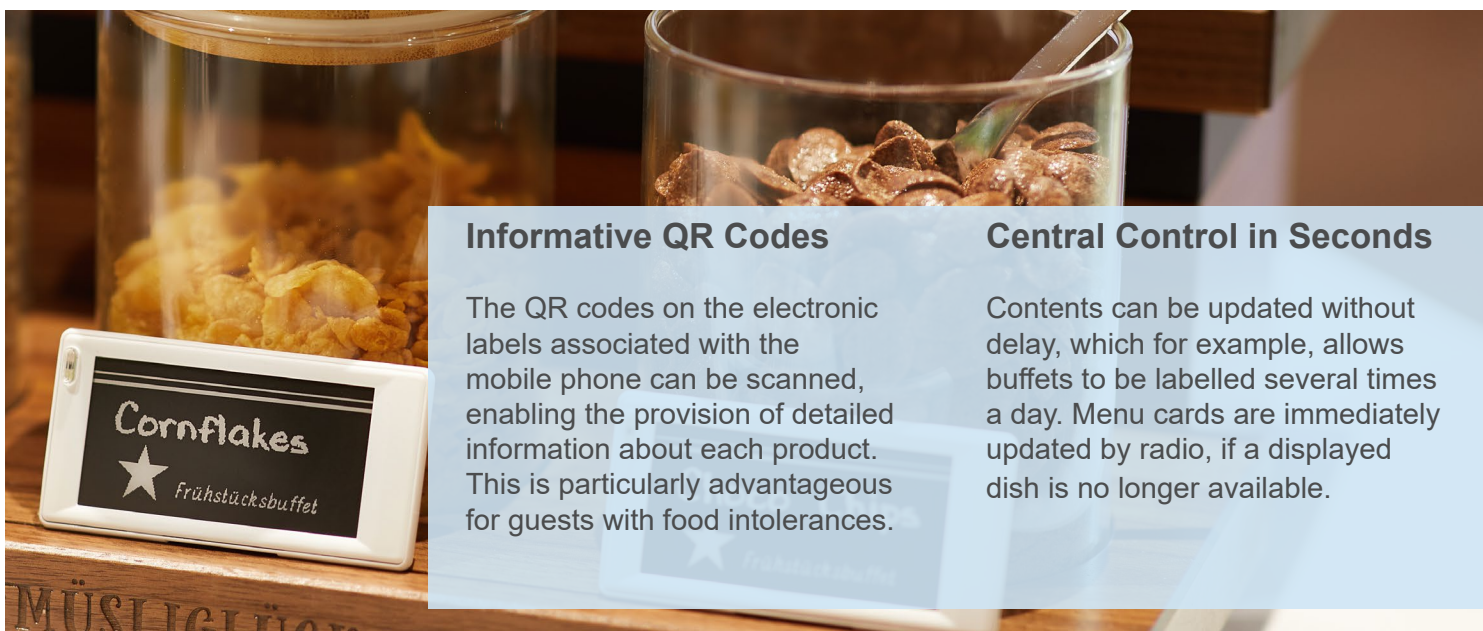
Digital signage updates information transparently, punctually and centrally, where otherwise they would have to be changed manually. Only a few clicks are needed for any inscription which is a benefit for special campaigns like the

costs the electronic labeling guarantees optimum hygiene and legibility.

Digital management enables fully automatic control so that prices, menus or buffet labels are updated centrally. This ensures that guests are always provided with the latest content.



The digital label is also suitable for an innovative room signage. During conferences the digital sign can display names and functions of the participants. This may save the use of name tags or provisional visitor identifications.



### Informative QR Codes

The QR codes on the electronic labels associated with the mobile phone can be scanned, enabling the provision of detailed information about each product. This is particularly advantageous for guests with food intolerances.

### Central Control in Seconds

Contents can be updated without delay, which for example, allows buffets to be labelled several times a day. Menu cards are immediately updated by radio, if a displayed dish is no longer available.



## Key Benefits

- Increased competitiveness due to price labeling within seconds
- Transparency for guests at the buffet and in the restaurant
- Any adaptation to special events in individual design
- Optimized customer satisfaction due to higher time resources of personnel
- Sustainability through waste avoidance

## Sustainability

Digital labeling makes it possible to work in a way that avoids waste: day tickets or programs do not have to be reprinted every day, but can be transferred electronically to the digital card. This saves personnel and printing costs.

## DIGITAL LABELING IN TOURISM

As a consequence of the online business in tourism and the high customer demand, constantly varying prices result, so that a rapid update of the offline offers in the sense of the CMS is an absolute must in the tourism industry.

Digital labeling is regarded as a flexible solution for labeling offers and guarantees a high level of service - whether at the airport, in franchise travel agency chains, or with private travel providers.

The use of digital labels puts the customer at the center, as more time is available for the staff to respond more extensively to customer wishes.

The digital labels are available in different sizes and colours, so that, for example, last-minute offers can be highlighted. If prices, provider or hotel information changes, these can also be updated with a mouse click and they remain competitive.





### Electronic labels

Electronic price tags provide the ideal basis for integrating eCommerce into local retail.



### Omnichannel

Linking traditional sales channels with modern technologies creates synergies for the digital age.



### Retail

For retailers, we offer industry-specific solutions for linking e-commerce, marketing and customer loyalty programs.



### Industry

Digital labeling for routing slips, flexible work instructions, warehouse management, organization or ongoing process optimization.



### Digital Labeling

Intelligent room or seat signage thanks to central control and connection to existing planning software such as Microsoft Exchange.



### Hotel industry and tourism

Increased customer satisfaction, more time available and increased competitiveness through time-saving electronic labeling.

## PARTNER

**ses** imagotag



**EPSON**

**SOLUM**  
Solution provider.

**signotec**  
e-signature solutions

**DATALOGIC**™

  
**e-shelf-labels**

e-shelf-labels  
S&K Solutions GmbH  
Sailerwöhr 16  
D-94032 Passau  
+49 (0) 851/2009 30 30  
info@e-shelf-labels.com

[www.e-shelf-labels.com](http://www.e-shelf-labels.com)