



Press release

Information under embargo to 6th of December 2021 at 12pm

Innovation de la digitalisation du retail

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Pricer is awarded the **Prix d'Excellence 2021**

PRICER

The Swedish Chamber of Commerce in France awards Swedish companies which have especially distinguished themselves for their performances on the French market with the company award “Prix d’Excellence”.

Pricer wins the Prix d’Excellence for its strong persistent engagement and investments in the French market for many years, an exceptional logistics technology offering simplified procedures for sophisticated processes in furtherance of efficient environmentally friendly solutions in the retail area reducing the carbon footprint by energy savings and an optimized food waste management. These achievements have resulted in the conclusion of major partnerships and important commercial contracts in the highly competitive French marketplace.

About Pricer:

Pricer – the catalyst behind the digitalization of retail. Pricer helps retailers digitize critical in-store processes, saving time, money, and enabling a better shopping experience through electronic shelf labels and supporting technologies. Accurate, dynamic price changes, managing of food waste, locating products for shelf replenishment and picking of online orders are all targeted processes. This also provides the basis for generating real-time insight into shelf level performance and consumer behaviour.

Pricer is committed to keeping the company environmental footprint as small as possible. Pricer's electronic shelf label systems are market leading in energy efficiency with the longest battery time, which means it is the most environmentally friendly solution in the market.

In addition, Pricer's solution supports the global trend of utilization of price optimization to reduce food waste in stores through solutions that automatically lower prices of goods as the expiration date approaches, and has proven to lower food waste in stores with up to 40%.

Read more about the Swedish Chamber of Commerce in France here:



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