

# iSEL NEXT GENERATION INTELLIGENT SHELF EDGE LABELS FROM AVERY BERKEL

Providing full control of shelf edge pricing and product compliance information instantly!



iSELS present retailers with a fast and effortless way to maintain in-store prices, product details, and compliance information but without the labour overhead or time investment of a manual system.

No more printing and placing of updated price labels, or balancing the frequency of price updates against the impact that price changes cost your business.

## BENEFITS

- ↓ Up to 70% saving on price label change costs
- ↑ Increase labour efficiency and productivity
- 📅 Eliminate in-store change admin and management
- 🕒 'Real time' price and product updates
- ✂️ Remove physical label changes
- 📦 No shelf label stock holding or consumables
- ✅ Always up-to-date and compliant
- 🌞 Any-time promotions
- 📡 Sync price and product data across all store devices



CONTACT US TODAY TO DISCOVER HOW ISELS CAN TRANSFORM YOUR BUSINESS

REDEFINING  
INNOVATION

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Avery Berkel

# SAVE UP TO 70% ON PRICE CHANGE COSTS AND HUNDREDS OF LABOUR HOURS ANNUALLY

- Deliver consistent and accurate consumer information across all trading areas
- Natasha's Law and Calorie Labelling Regulations compliant
- Fully supported by Avery Berkel across the UK and Ireland

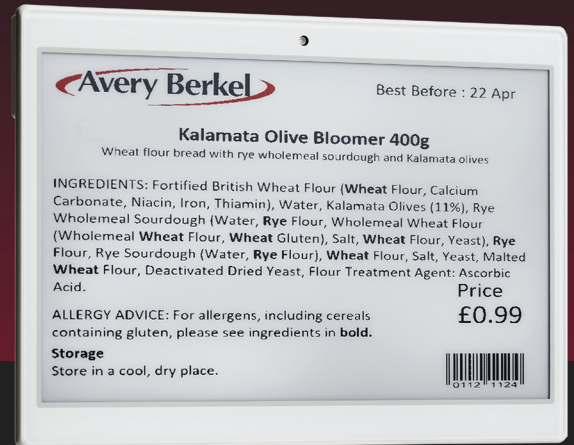
## RETAIL FOCUSED AND IN MANY SIZES



2.1 inch



5.8 inch



7.5 inch

- 1.5 inch to 7.5 inch sizes
- Up to 15 year battery life
- Built to last
- IP68 protection rating
- Freezer compatible versions available
- Modern, ultra-thin 'uni-body' design
- 3 colour displays: black, white, red
- Custom fonts, images and graphics
- Barcodes and QR codes scannable on-screen



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