

Pricer AB: Leading Canadian Food Retailer Commits to JRTech Solutions and Pricer Digital Tags for Chain Deployment

Pricer and their Canadian reseller JRTech Solutions have reached an agreement with a leading Canadian supermarket chain to deploy a banner with Pricer's electronic shelf labels (ESL) and digital shelf-edge solutions. The total order value of this deployment is estimated to be 7.5 million CAD spread over the project period.

The project is intended to begin in 2018 and is expected to be completed before the end of 2020. To date, this deployment of Electronic Shelf Labels is the largest of its kind in Canadian Food Retail history.

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About JRTech Solutions Inc.

JRTech Solutions Inc. is a privately held corporation, headquartered in Montreal, Quebec. JRTech Solutions Inc. is the largest distributor of Pricer Electronic Shelf Labels (ESL) in Canada, involved in over 400 store installations with Pricer ESL technology since 2009. www.jrtechsolutions.ca

About Pricer

Pricer AB, founded in Sweden in 1991, listed on the NASDAQ Stockholm, is a global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is fast, robust, interconnectable and scalable. For more information, please visit www.pricer.com.