

Pricer AB: StrongPoint Signs Agreement in the Baltics for Delivery of Pricer's system

Pricer's reseller StrongPoint has signed an agreement with one of the largest grocery chains in the Baltics for delivery, installation and service of Pricer's system with digital price labels. The first part of the agreement consists of one pilot store in each of the three Baltic countries, with a subsequent potential of delivery to all stores in the chain. The agreement covers a partial deployment with labels for certain sections of the stores. The estimated value of the agreement is up to SEK 15 million.

Deliveries will begin in 2019 and be completed before the end of 2020. The order value under this agreement will be reported in Pricer's order intake when orders are received from StrongPoint.

"Pricer and StrongPoint have a successful partnership in several markets since many years. It is gratifying to see this success spread to the Baltics, a region we have jointly worked on in recent years", says Mats Arnehall, Sales Director at Pricer.

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Pricer, founded in 1991 in Uppsala, Sweden, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer AB (publ) is quoted on the Small Cap list of Nasdaq Stockholm. For further information, please visit www.pricer.com.