

IBM Federal pre-awarded contract to deliver Pricer's solution for DeCA store modernization

Pricer confirms its strategic role in the Defense Commissary Agency's (DeCA) Electronic Shelf Label (ESL) upgrade and expansion, following the pre-awarded contract to Pricer's partner IBM Federal.

The pre-awarded Indefinite-Delivery/Indefinite-Quantity (IDIQ) contract is pending final review and execution.

It will ensure the continuity of the existing Pricer ESL infrastructure while laying the groundwork for future growth across DeCa's global network.

This reinforces Pricer's position as a key technology provider in this mission-critical environment, supporting operational efficiency and enhanced value for military families globally.

The contract has a one-year base period and four option years.

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About Pricer

Pricer is a pioneer and partner for in-store communication and digitalization in the rapidly evolving retail tech landscape. As a global technology leader, we empower leading retailers worldwide to shape effortless and inspiring shopping experiences that fundamentally change buying behaviors, boost sales, and drive operational efficiency. Leveraging cutting-edge innovation, we deliver scalable, high-performing solutions that easily integrate with existing systems, are energy-efficient, and user-friendly. Founded in Sweden in 1991 and listed on Nasdaq Stockholm, Pricer has delivered over 350 million electronic shelf labels in more than 28,000 stores across more than 70 countries. For further information, please visit

www.pricer.com