

Pricer strengthens market position in the U.S. grocery sector through new exclusive framework agreement

Pricer has signed a new exclusive framework agreement, naming Pricer as the preferred provider of solutions based on electronic shelf labels for Merchants Distributors, LLC (MDI), a leading wholesale grocery store distributor in the United States.

The agreement, which follows a thorough pilot and vetting process by MDI's Retail Automation Services (RAS) team, establishes Pricer's technology as the go-to electronic shelf label (ESL) solution, based on the retail operating system Plaza, for MDI's network of over 600 member retailers across twelve eastern states.

The partnership reinforces Pricer's commitment to accelerating digitalization and efficiency within the U.S. grocery wholesale and retail segment.

"We are honored partnering with MDI, a leading wholesaler in the retail grocery space for close to 100 years," comments Kajsa Blixth, Chief Commercial Officer at Pricer. "This modern and dynamic leader in wholesale distribution knows how to seamlessly integrate cutting-edge technology and innovative practices to serve their members with efficient and reliable in-store solutions. This exclusive agreement opens a new channel for Pricer's digital retail solutions across a large and well-established network of retailers."

Pricer's solution was selected for its proven performance, reliability and superior functionality, which is critical for supporting dynamic pricing, operational efficiency, and enhanced customer service in high-volume grocery environments.

The new framework agreement contains no commitments regarding volumes or amounts. Orders will be included in Pricer's order intake as they are received.

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About Merchants Distributors, LLC:

Founded in 1931, Merchants Distributors (MDI) is a privately-owned wholesale grocery store distributor headquartered in Hickory, NC. MDI supplies over 600 retail food stores with food and non-food items in twelve eastern states. MDI also exports to over 20 countries. Merchants Distributors, LLC is a wholly owned subsidiary of Alex Lee, Inc. The company has a strong customer focus and offers a variety of services to help their customers succeed. To learn more, please visit merchantsdistributors.com

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