

Dutch supermarket chain PLUS places 140 MSEK order

Pricer has received an order of approximately 140 MSEK from the Dutch co-operative supermarket chain PLUS to upgrade the current installation.

Pricer's existing customer PLUS has signed an agreement to upgrade 265 of the retailer's stores with new electronic shelf labels (ESL). The rollout is planned for 100 stores during 2026 and 165 stores during 2027.

Since the initial agreement was signed with PLUS in 2020, the retail chain has equipped 440 stores with Pricer's solution based on the store operation platform Pricer Plaza and electronic shelf labels to increase the efficiency of several in-store processes, such as supporting in-store picking of online orders, as well as optimize the processes for inventory and stock management.

"This agreement is a testament to our collaborative partnership with PLUS. By transforming aisles into digital gateways, we are transcending the physical shelf to provide the transparency and choice shoppers demand—ensuring they always find exactly what they need, when they need it", says Kajsa Blixth, Chief Commercial Officer at Pricer.

The upgrade is done from three-color labels to the crisp graphics and attention-grabbing four-color labels that are designed to engage shoppers and elevate communication at the shelf.

As part of the collaboration, Pricer will buy back three million used labels, reinforcing the mutual commitment to circularity and sustainable business practices.

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This information constitutes insider information that Pricer AB is obliged to make public pursuant to the EU Market Abuse Regulation 596/2014. The information was sent for publication, through the agency of the contact persons set out above, at the time stated by the company's news distributor, Cision, at the publication of this press release.

Every care has been taken in the translation of this document. In the event of discrepancies, the Swedish original will supersede the English translation.

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