

Pricer spotlights shelf-edge innovation for sustainable, profitable growth at RTS 2026

Pricer will join retail leaders at the Retail Technology Show (RTS) 2026 at ExCeL London (Stand K50), April 22-23. There, it will showcase Pricer Avenue™, its high-impact, battery-free shelf-edge platform, as well as hosting a main-stage session on turning sustainability into profit through practical food waste reduction.

Pricer Avenue™ – purposeful shelf innovation

Pricer Avenue™ is a modular, powered rail platform designed for targeted, high-impact deployment in premium aisles, branded environments and high-promotion zones.

Built around a continuous powered rail architecture, it eliminates disposable batteries while supporting electronic shelf labels and future IoT devices. Large-format "Floating Canvas" displays deliver immersive in-aisle communication, while integration with cloud-based Pricer Plaza™ enables real-time pricing updates, LED task management and data-driven execution.

"Retailers are increasingly identifying specific zones that drive margin, engagement and differentiation. Pricer Avenue™ is designed to elevate those areas with future-ready communication," said Finn Wikander, Chief Product Officer at Pricer.

Turning sustainability into profit

On the main stage, Sofie Wikander, Head of Sustainability at Pricer, will moderate a 30-minute session entitled *The Intelligent Shelf: Turning Sustainability into Profit*. She will be joined by Rob Smith, Chief Technology Officer, East of England Co-op; Alex Considine Tong, Chief Product Officer, Retail Insight; and Gemma Edlin, Head of Retail, Company Shop.

The session will explore how grocery retailers can eliminate food waste while protecting their margins – covering AI-driven dynamic pricing, real-time expiry tracking and digital shelf-edge communication. Rob Smith will share insights from East of England Co-op's successful commercialization of its electronic shelf-edge systems, while Company Shop will contribute its perspective on surplus distribution and sustainable retail.

"Sustainability is now central to commercial resilience," said Sofie Wikander. "Retail is the final intervention point before food becomes waste. The right technology, applied with discipline, can turn that moment into both an environmental and a financial win."

Backed by shopper insights

Pricer's showcase is underpinned by an independent study of 5,000 shoppers across the UK, Germany, France, Italy and the USA. The findings reveal rising expectations around price clarity, promotional transparency and accessible in-store information – insights that directly inform Pricer Avenue's design philosophy.

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Learn more about Pricer Avenue™:

www.pricer.com/priceravenue

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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

** Pricer Independent Study, Savanta B2B Market Research, UK/DE/FR/IT/US – 5,000 respondents – October 2025.*