

Pricer Showcases High-Impact Retail Solutions and In-Store Sales Uplift Data at NRF Europe 2026

At NRF Europe in Paris, Pricer will highlight Pricer Avenue™, displaying real-world store data showing up to +4.8% sales uplift, alongside its connected store ecosystem and a joint session on sustainable automation.

Pricer will showcase how connected in-store technology can improve retail performance and the shopper experience at NRF 2026: Retail's Big Show Europe, taking place at Paris Expo Porte de Versailles from September 15-17.

At the centre of Pricer's presence on Stand F-022 will be Pricer Avenue™, its modular shelf-edge display platform designed to bring greater visibility and impact to promotional zones, end-caps and feature bays.

Visitors will be able to see findings from a recent live-store study at two East of England Co-op supermarkets. Conducted with Retail Academics across 66 products, the research found that Avenue installations increased sales by an average of 2.2%, with uplifts reaching 3.8% when product imagery was incorporated and 4.8% when displays featured brand logos.

The two-week study, at the retailer's Broke Hall and Heath Road stores, also found that shoppers identified promotional feature bays 43% faster when Avenue was installed. In a direct comparison, 90% of participating shoppers said the high impact Avenue display would make them more interested in buying from the shelf.

"We think that Pricer Avenue is going to be a game changer for us," said Rob Smith, Technology Officer at East of England Co-op.

Duncan Jowett, Digital Marketing Lead at East of England Co-op, added: "With Pricer Avenue, we can align our omnichannel campaigns so easily because of the modular nature of these products and the ability to expand the canvas. I can start adding additional information such as QR tags, URLs and calls to action, without sacrificing the critical information and legislative data that has to be on the shelf edge."

Pricer Avenue is a battery-free, modular display platform that allows retailers to create high impact digital canvases around particular categories, promotions and branded zones. Its powered communication rail and snap-on, snap-off labels enable individual displays to be combined into larger "Floating Canvases", while retaining clear pricing and essential product information.

"The results provide compelling evidence that the shelf edge can do much more than communicate an accurate price," said Magnus Larsson, CEO of Pricer. "Used creatively in the

areas where retailers most need to attract attention, it can help shoppers find promotions more quickly, strengthen brand communication and deliver measurable sales growth.”

A connected store ecosystem

Alongside Avenue, Pricer will demonstrate Pricer Plaza, its cloud-based platform for managing pricing, promotions, store tasks and operational insight across anything from a single store to an international retail estate. By providing one platform for the electronic shelf label ecosystem, Pricer Plaza gives retailers greater visibility and control while supporting faster and more consistent execution across their stores.

Pricer will also showcase SmartTAG Color, featuring vibrant four- and six-colour e-paper displays, sub-second updates, LED alerts and up to ten years of battery life. SmartTAG Color can guide colleagues to the correct shelf location, support replenishment and markdown activity, and allow promotions and brand messaging to be updated without slowing store operations.

Exhibitor Big Ideas Session: The Human Side of Automation

Pricer will also join French autonomous grocery operator API for an Exhibitor Big Ideas session entitled “The Human Side of Automation: Tech as a Sustainability Enabler” on Wednesday September 16, from 11.45-12.15 at Exhibitor Big Ideas 2.

The panel will feature Christophe Sibé, CTO at API, and Lucie Chaplain, CSR Manager at API, alongside Vincent Raulin, Sales Director France, Pricer. It will be moderated by Jonathan Le Borgne, founder of Je Bosse en Grande Distribution.

The discussion will examine how API uses reliable, real-time digital infrastructure across its network of 150 fully automated stores to provide access to essential retail services in rural French communities. Speakers will explore how automated price integrity, remote store management and intelligent shelf infrastructure can support economically resilient operations while reducing paper-based processes and maintaining shopper trust.

Visitors can meet the Pricer team and experience the live demonstrations on Stand F-022 throughout NRF 2026: Retail’s Big Show Europe. To arrange a meeting or find out more, visit www.pricer.com.

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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 380 million electronic shelf labels in more than 28,000 stores across more than 80 countries. For further information, please visit www.pricer.com