

Pricer to showcase the shelf edge as a driver of grocery retail performance at Groceryshop 2026

At Groceryshop 2026 in Las Vegas, Pricer will demonstrate how digital shelf-edge technology can help grocery retailers strengthen promotional execution, improve store operations and create more engaging shopping experiences, with Pricer Avenue™ delivering up to 4.8% sales uplift in a recent live-store study.

Pricer will showcase how connected in-store technology can help grocery retailers improve store performance and create more engaging shopping experiences at Groceryshop 2026, taking place at Mandalay Bay in Las Vegas from Sept. 22-24.

At Booth 1033, visitors will experience Pricer's connected in-store solutions through live and interactive demonstrations, including Pricer Avenue™, Pricer Plaza and SmartTAG Color.

At the center of the experience will be Pricer Avenue, a battery-free, modular shelf-edge display platform designed to bring greater visibility and impact to promotional zones, end-caps and feature bays. The platform allows retailers to create larger digital displays while continuing to communicate clear pricing and essential product information at the shelf.

The commercial impact of high-impact shelf-edge displays was recently demonstrated in a live-store study at two East of England Co-op supermarkets. Conducted with Retail Academics across 66 products, the research found that Pricer 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 Pricer Avenue was installed. In a direct comparison, 90% of participating shoppers said the high-impact Pricer 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's powered communication rail and snap-on, snap-off labels enable individual displays to be combined into larger "Floating Canvases." Retailers can use these digital canvases around particular categories, promotions and branded zones, creating more flexible ways to communicate with shoppers at the shelf.

"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."

Connecting the shelf to the wider store

The shelf edge is part of a broader connected store ecosystem. At Groceryshop, 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-color e-paper displays, sub-second updates, LED alerts and up to 10 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.

Together, these solutions demonstrate how digital shelf-edge technology can support both shoppers and store teams, connecting communication at the shelf with the operational processes behind it.

An interactive experience at Groceryshop

The Pricer booth is designed to give visitors a hands-on look at how digital shelf-edge technology can work across different areas of the grocery store. Through live demonstrations and interactive displays, visitors can explore Pricer Avenue's Floating Canvas capabilities, see how Pricer Plaza connects pricing and store operations, and experience how SmartTAG Color can support tasks on the shop floor.

Pricer representatives will be available throughout the event to discuss specific retail applications, answer questions and explore how the solutions can be applied across different store environments. 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