

Pricer selected by Orange to digitalize store network across France

Pricer has been selected by Orange, the leading telecommunications operator in France, to digitalize its retail store network. The full turnkey project encompasses 561 stores with an average size of 120 m² over the next two years.

The agreement covers the complete deployment of Pricer's electronic shelf label (ESL) solution, including hardware, infrastructure, attachment solutions, installation, and cloud management via the Pricer Plaza platform under a long-term maintenance contract. The deal includes annual recurring SaaS and maintenance revenue.

Orange chose Pricer following rigorous competitive pilot programs across multiple store locations. Pricer was selected for its competitive commercial offer, the commitment of its project team, and the operational value demonstrated in real-world retail use cases.

With accessories accounting for the majority of the products in Orange's stores, one of the main advantages is Pricer's dynamic capabilities to simplify store floor operations, enabling store employees to instantly locate specific accessory products.

"Orange is accelerating the transformation of its distribution network. Technological innovation is a central pillar of Orange's distribution strategy. With this in mind, the deployment of electronic labels represents a major step forward, intended to improve customer experience in the stores and strengthen our advisors' operational efficiency. The Pricer solution offers multiple benefits: better visibility of offers, increased responsiveness to pricing and commercial changes, as well as reliable and up-to-date product information. During the pilot phase conducted in our stores, Pricer emerged as the ideal partner. Beyond the technological quality of its solution, they demonstrated a strong operational commitment, with responsive and involved teams alongside our employees to ensure seamless integration and quality support. Thanks to this technology, and the dynamic and real-time promotion of our offers and products, Orange contributes to a truly optimal customer and advisor experience", says Fabrice Barnéoud, Direction Commercial Grand Public at Orange.

"We are very proud to partner with Orange to digitalize their retail footprint across France," says Vincent Raulin, Sales Director France, at Pricer. "This rollout underlines the value of our solution beyond traditional retail environments. With a competitive and high performing offer, we are helping store teams work smarter and deliver better customer experiences."

Rollout is scheduled to begin in the fourth quarter of 2026, with the first 100 stores targeted for completion within the year. The installations are planned to be finalized in 2028.

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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