

## DIGITALISATION IN RETAIL

# Electronic Shelf Labels in comparison: the advantages over ink and paper

### Electronic Shelf Labels

- ✓ Updates within seconds
- ✓ 0% discrepancies
- ✓ Dynamic adjustments
- ✓ Lower operating costs in the long term
- ✓ CO<sub>2</sub> savings
- ✓ Real-time price synchronisation

### Paper Price Labels

- ✗ Time-consuming (3 min / price label)<sup>1</sup>
- ✗ High error rate (15 – 20 % incorrect prices)<sup>2</sup>
- ✗ No price flexibility (fixed prices)
- ✗ Hidden costs (e. g. toner, paper)
- ✗ No sustainability (ca. 2.3 t of paper / year)<sup>3</sup>
- ✗ No omnichannel integration

Conventional paper price labels have been the standard in retail for decades. But electronic shelf labels are setting new standards. A direct comparison shows why more and more retailers are switching to this technology.

While paper price labels initially impress with their low acquisition costs, considerable disadvantages become noticeable in day-to-day operations. Manual printing and replacement ties up valuable staff resources and often leads to errors in price labelling. It takes an employee around 3 minutes to manually replace a paper price label.<sup>1</sup> This can quickly add up to 5 hours per 100 items – time that is completely eliminated with electronic shelf labels.

Furthermore, price changes are made centrally and in real time at the touch of a button for thousands of items simultaneously. This offers a decisive competitive advantage, particularly with dynamic pricing or promotional prices. The error rate is significantly reduced, compared to an average of 15% when using manual price labelling.<sup>2</sup>

In addition, electronic shelf labels also offer important additional functions that have been mandatory since the Price Indication Ordinance was amended in 2022.<sup>4</sup>

Although the acquisition costs of electronic shelf labels are higher than for paper labels, the investment pays for itself quickly thanks to lower error rates, less personnel costs and faster price updates and drives digitalisation forward. See also: 'Investment opportunities in digital price tags'.

[www.oms-retail.com/electronic-shelf-labels-insights](https://www.oms-retail.com/electronic-shelf-labels-insights)

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