



Norwegian retailer Felleskjøpet orders Pricer Electronic Shelf Labels from StrongPoint

22.12.2023 10:00:00 CET | StrongPoint | Non-regulatory press releases

(Oslo, 22 December 2023) StrongPoint has signed an agreement with the Norwegian retailer Felleskjøpet Rogaland Agder for Pricer Electronic Labels in all its 21 'BondeKompaniet' stores.

Felleskjøpet Rogaland Agder retails a range of items, including agricultural equipment, gardening tools, pet supplies, and household hardware. This is the first time StrongPoint has worked with the retailer. Felleskjøpet has around 200 stores across Norway and Sweden and had a turnover of NOK 20.2 billion in 2022.

"We are pleased to announce our agreement with StrongPoint with the intention to implement electronic shelf labels across all of our BondeKompaniet stores. StrongPoint offers excellent solutions perfectly tailored to our retail environment. Their electronic shelf label solution will enable us to efficiently update prices, ensuring our customers receive accurate pricing at all times. This implementation will streamline our in-store operations, allowing us to utilize our time more efficiently," said Thomas Nilsson, Regional Manager, Bondekompaniet.

"This serves as a perfect example of how our emphasis on the grocery sector generates significant positive impacts across other retail segments. Even amid economic uncertainty, retailers persist in investing in business critical technologies that enhance efficiency and foster improved customer experiences. I am delighted to welcome another new customer and eagerly anticipate establishing a long-standing relationship with them," said Jacob Tveraabak, CEO of StrongPoint.

The rollout of the project is expected to begin in early 2024 and be completed in 2025.

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About StrongPoint

StrongPoint is a grocery retail technology company that provides solutions to make shops smarter, shopping experiences better and online grocery shopping more efficient. With over 500 employees in Norway, Sweden, the Baltics, Finland, Spain, the UK and Ireland and together with a wide partner network, StrongPoint supports grocery and retail businesses in more than 20 countries. StrongPoint provides in-store cash management and payment solutions, electronic shelf labels, self-checkouts, task and labor management software, click & collect temperature-controlled grocery lockers, in-store and drive-thru grocery pickup solutions and grocery order picking solutions, both manual and automated. StrongPoint is headquartered in Norway and is listed on the Oslo Stock Exchange with a revenue of approx 1.4bn NOK [ticker: STRO].

Attachments

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