



## StrongPoint chosen to support implementation of Pricer Digital Labels for East of England Co-op Stores

2.4.2024 09:48:21 CEST | StrongPoint | Non-regulatory press releases

(April 2, 2024) StrongPoint, a leading retail technology provider, is pleased to announce that the UK grocery retailer, East of England Co-op, has chosen to implement Pricer's cloud-based platform, Pricer Plaza, and digital labels in all its 120+ food stores.

The installation of the digital infrastructure across all 120+ stores will be managed by StrongPoint's UK business unit, StrongPoint ALS. The electronic shelf labels will be installed by East of England Co-op, with initial support from StrongPoint ALS for installation documentation and on-site supervision.

The roll-out follows a successful multi-store trial conducted by StrongPoint ALS and Pricer AB.

"We are extremely proud to announce the largest to date electronic shelf label project in the UK. This underscores the benefits of Pricer's infra-red based technology for grocery retailers. We look forward to starting the roll-out and the start to a long term and mutually beneficial partnership with such a forward thinking grocery retailer," said Alex Eveleigh, SVP StrongPoint UK & Ireland.

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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

- [Download announcement as PDF.pdf](#)