

Drop-in-Shop Smart Shelf



Retail shelves are crowded and the battle for consumers' attention in stores is fierce. By communicating with consumers inside shops, you can increase their engagement with your products and brands and thereby the likelihood of purchase.

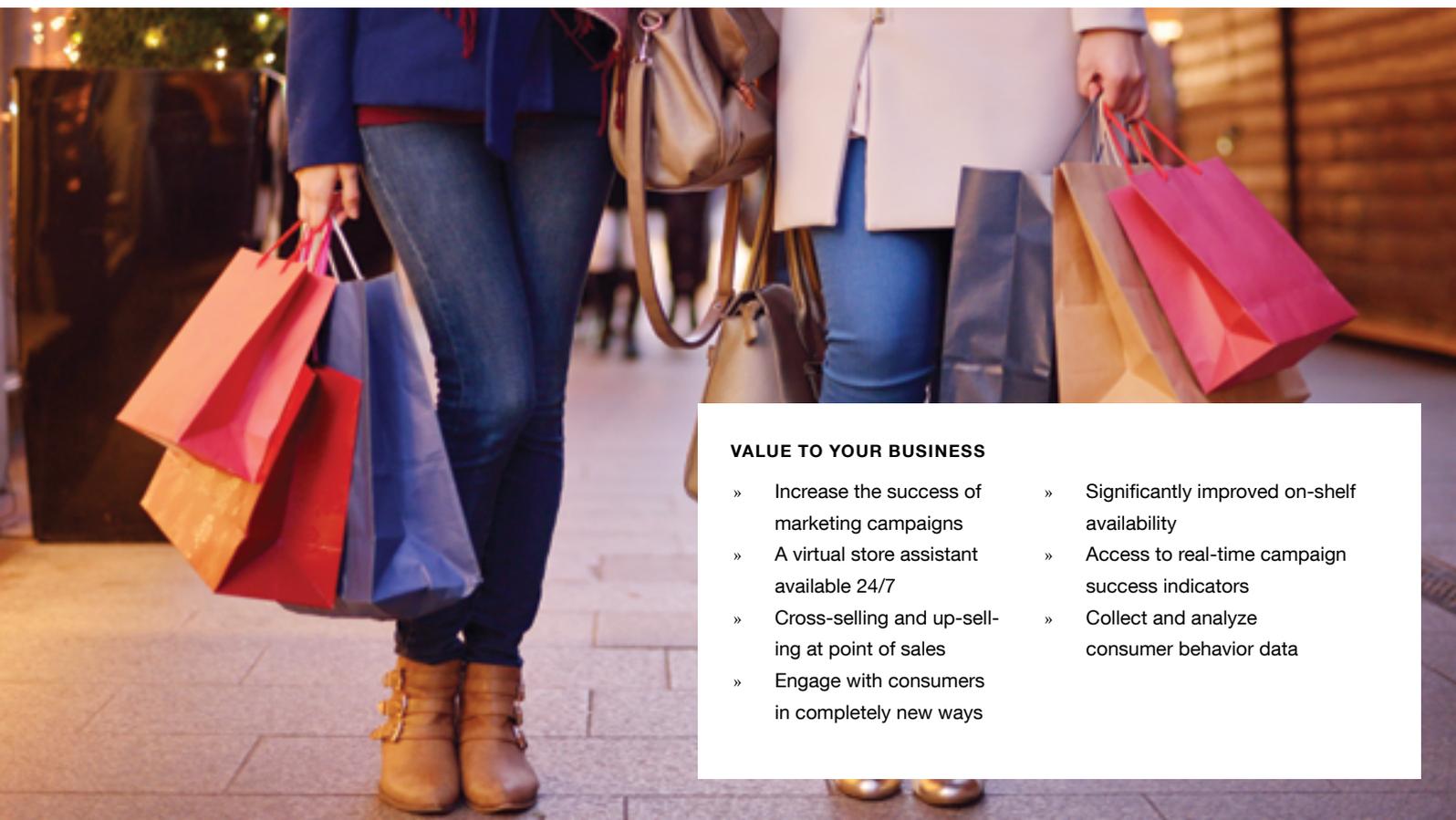
The challenge: A fierce battle for consumer attention

Retail is experiencing one of its most dynamic and exciting periods in a long time. The growth of online retail is forcing retailers and brand owners alike to rethink the traditional retail value proposition - from product availability to the actual shopping experience.

Meanwhile, brand owners need to fight competition in-store from private labels and low-cost alternatives out of emerging markets. To do this they need to differentiate through innovation in products, services and business models – as well as in communication, branding and promotion.

Finally, although trade marketing has employed tools such as in-store events, displays, and discounts for many years, the shortcomings of such tools are becoming insurmountable: high costs, lack of continuity, and decreasing levels of consumer engagement

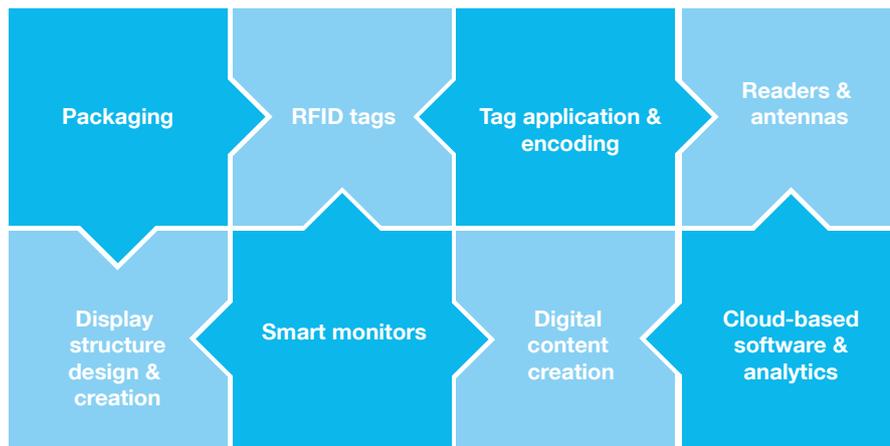
Our intelligent solutions make your products and brands stand out from the crowd



VALUE TO YOUR BUSINESS

- » Increase the success of marketing campaigns
- » A virtual store assistant available 24/7
- » Cross-selling and up-selling at point of sales
- » Engage with consumers in completely new ways
- » Significantly improved on-shelf availability
- » Access to real-time campaign success indicators
- » Collect and analyze consumer behavior data

The Smart Shelf solution from Stora Enso



Stora Enso Drop-in-Shop Smart Shelf turns your in-store display into a virtual store assistant, communicating with consumers through messages, information and videos related to how they interact with products in a store.

With RFID tags attached to the packages and readers integrated in the shelves, Smart Shelf knows exactly which product a consumer picks up from a shelf – and launches product-specific content to engage the shopper and encourage him or her to make a purchase.

Smart Shelf also keeps track of stock levels and alerts store assistants when restocking is needed, meaning there is no risk of lost sales due to out-of-stock situations. Brand owners have instant visibility to fill-up rates, daily sales, customer preferences and more.

The design of your Smart Shelf is made in close collaboration with you to ensure it serves both your brand and business needs. We offer an excellent selection of renewable materials and the shelf can be designed for both permanent solutions and for short-term campaign-specific use.

The Drop-in-Shop Smart Shelf solution comes with smart screens, RFID readers and 3G connectivity – the only thing needed in-store is electrical power. It is a true plug-and-play solution that can easily be set up in traditional retail stores or in totally new retail spaces like airports.

Last but not least, we make your packages intelligent by applying RFID tags. The intelligent packaging combined with our software enables consumer interaction details to be transferred wirelessly to a cloud-based platform for data analytics.

Getting started is easy and risk-free

To start, we jointly determine which products to display in the Smart Shelf and how to best use it to engage with consumers, and then we plan interactive content together with you and your marketing partners.

The first deployment is a proof of concept: a pilot version of the Smart Shelf for your products to be set up in a selected store. If the results are successful we roll out an improved concept across more stores. After careful evaluation and refinements, we can then move your Smart Shelf to full deployment.

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