
Auchan Retail enters into a partnership with the Chinese start-up Hanshow Technology to jointly develop an innovative "connected" labelling solution

On 18 May 2017, as part of its commitment to phygital trading, Auchan Retail entered into an exclusive partnership with Hanshow Technology, a Chinese start-up, to jointly develop an innovative "connected" labelling solution.

This scalable technology will facilitate the customer shopping experience. For employees, this solution, which is fully digital and can be rolled out to the entire product offering, makes on-shelf product labelling quicker and easier.

The pilot phase, which is underway, will test the technology in an initial sample of stores in France and Luxembourg. Once these tests are complete, the solution may be rolled out to all Auchan Retail countries and across all formats (hypermarkets, supermarkets and ultra-convenience stores).

New uses that benefit customers

Connected labelling is already offering customers immediate benefits. The fact that it is controlled centrally means that displayed prices are more reliable. Shopping is more pleasant due to the increased legibility offered by the LED screens.

Other features are also being examined to enhance the customer experience. Geolocation will allow products to be instantly tracked via the Auchan app or an interactive in-store map. In the fruit and vegetable section, digital tablets will display rich content...



Convenience and time savings for employees

Today's new technologies make on-shelf product labelling quicker and easier. While current electronic labelling systems still require self-adhesive labels to be placed on products, Auchan Retail is testing a 100% digital solution. This unprecedented system manages prices in real time, making them more reliable, and provides information on inventory levels, changes to product ranges and the next product delivery dates. The shelf-stocking process is substantially improved and merchandising is managed instantaneously and is consistent across stores and brands.

In the future, in-store picking may also be introduced using flashing LEDs integrated into connected labels.



About Auchan Retail

Auchan Retail is the 11th largest food retail group worldwide, with a presence in 17 countries, and covers all food retail formats with 3,715 points of sale: hypermarkets, supermarkets and convenience stores, together with e-commerce and drive outlets in certain countries. To build a successful and modern business model, Auchan Retail ensures that its customers are always a core concern, through discount prices, the choice and diversity of its offering, quality of service, tailoring to local markets and factoring in of multi-channel shopping trends. It is the 35th largest employer worldwide and has 345,365 employees.

www.auchan-retail.com

About Hanshow Technology

Hanshow Technology aims to become the worldwide leader in electronic shelf label (ESL) solutions. The business was founded in 2011 in China and now has more than 200 employees worldwide. Hanshow has multiple patents in the main ESL technologies and is part of the supply chains of the largest manufacturers in the ESL industry. To date, Hanshow has installed more than 6 million labels in 20 different countries.

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