

# EWQ selected as the new supplier of electronic shelf labels for ICA, the largest grocery chain in the Nordic countries

2<sup>nd</sup> of November | EWQ Zone Oy

ICA Sverige AB, the largest grocery chain in the Nordic countries, has selected EWQ as its supplier of electronic shelf labels (ESL). The contract covers not only all of ICA Sverige AB's grocery stores, but also other ICA Group chains. The agreement also includes the supplying EWQ's other products and services, such as queuing systems and digital signage screens.



Electronic shelf labels in ICA Kringlan store. Picture: EWQ Zone Oy / Linus Rindby

The deployment of ESLs has already started in ICA stores. The first installation was made at ICA Kringlan, Södertälje. For the store owner, Mikael Karlström, the choice of ESLs was obvious.

- The customer always sees the right price and we save time by not having to carry paper labels to the shelves. Above all, we save on margins by being able to change the price at the right time. It has also been nice to be the first pilot and be involved in the process," says Karlström.

Electronic shelf labels provide ICA's stores with the certainty of up-to-date price communication and improve the efficiency of the in-store environment. Automated price changes create cost savings by reducing waste, speeding up shelving and pricing, and freeing up staff time for more productive work and customer service.

-All EWQ services run on the same cloud-based platform, and it enables ICA to communicate price information and promotional material in a variety of ways through ticket units in the queuing system and digital signage screens around the store, in addition to electronic shelf labels," says Stefan Björklund, EWQ's sales and marketing director.

-I look forward to adding more functionality to our service, making our store even more efficient! Karlström says.

**For more information, please contact:**

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**Links:**

<https://ewq.zone/>  
<https://www.ica.se/>  
<https://www.icagruppen.se/>

**More about the companies:**

ICA Sverige AB is the largest grocery chain in the Nordic countries, with almost 1,300 stores in Sweden. ICA comprises four different concepts: ICA Nära, ICA Supermarket, ICA Kvantum and ICA Maxi Stormarknad. In addition, the group includes Apoteket Hjärtat pharmacy chain and Baltic grocery chain Rimi Baltic.

<https://www.ica.se/> <https://www.icagruppen.se/>

EWQ Zone Oy is a front runner digital communications, pricing and queuing specialist whose development is based on more than 20 years of experience.

EWQ Zone Oy customers includes the largest retail chains in the Nordic countries.

<https://ewq.zone/>