

ESL

In-store solutions for shelf-edge automation and communication

Transforming retail with in-store digitalization

Elips Solutions specializes in in-store digitalization and smart shelf-edge communication. Our ESL solutions help retailers automate pricing, streamline store operations, and enhance the overall shopping experience.

- Real-time price and promotion updates across all stores
- Faster replenishment and fewer out-of-stock situations
- Support for omnichannel processes such as click & collect
- Reduced food waste through intelligent markdowns



ESL solutions & pricing management

Digital shelf labels enable centralized, real-time control of prices and promotions. This prevents pricing errors, improves trust, and allows retailers to react quickly to market changes.

Faster replenishment & omnichannel picking

With geolocation and task-triggered LED alerts, staff are guided directly to the correct shelf. This reduces search time, improves replenishment speed, and supports efficient picking for click & collect and home delivery.

Reducing waste & boosting shopper engagement

Automated markdowns via digital labels and LED alerts help reduce food waste, especially in fresh categories. At the same time, LED cues highlight promotions and increase shopper engagement at the shelf.

“With Elips Solutions, our stores operate faster, more accurately, and more customer-focused. – Retailer Germany”