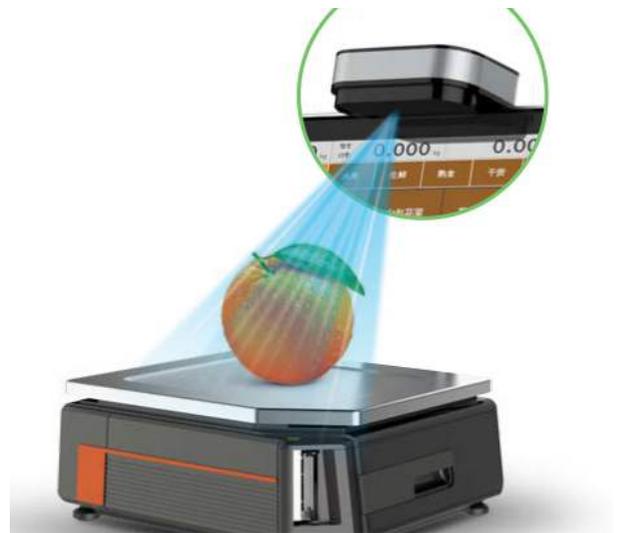


Elips Solutions

Transforming retail with smart in-store solutions



About Elips Solutions

Transforming retail with smart in-store solutions

Our history – a bold ambition

In 2012, through SPAR International and Alibaba, I was introduced to Simon Tan in China. Our mission was clear: improve the fresh produce supply chain.

Together we developed foldable, reusable crates to reduce costs and protect product quality.

From day one, our direction was clear: working side by side with entrepreneurs to create sustainable growth.

Jürgen van Herp – Managing Director, Elips Solutions

Growth as a driving force

Our core values – Development, Authenticity, Connection, and Impact – guide everything we do.

Simple, affordable, and effective solutions

Every Elips solution is designed to simplify retail operations while reducing costs.

Vision

Our vision is to empower the European retail industry with simple, sustainable, and smart solutions.

Mission

Our mission is to collaborate closely with clients, partners, and suppliers, combining Dutch forward thinking with Chinese expertise.



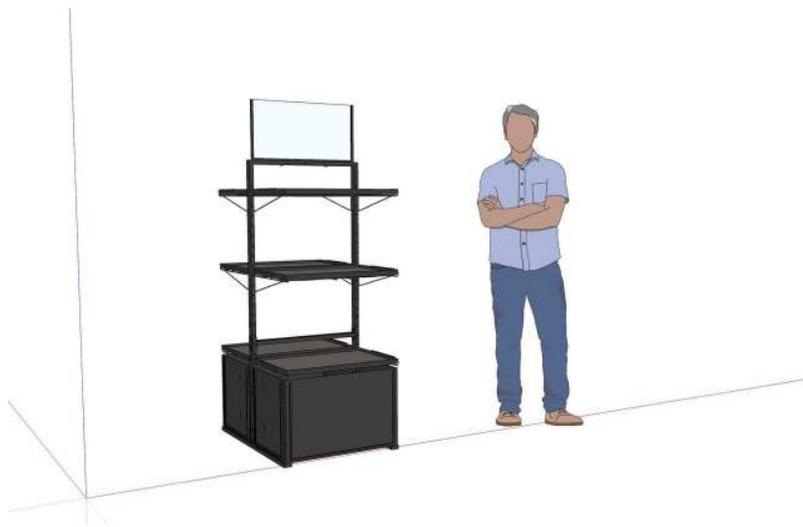
IMPULSO Display

Sustainable design with commercial power

Turning every corner into a sales opportunity

IMPULSO Displays are designed to maximize every square meter of retail space. Forgotten corners, narrow aisles, or pillars are transformed into profitable sales spots. With IMPULSO, Elips Solutions combines flexibility, design, and efficiency in one smart display solution.

- Increased sales through impulse buying and strategic placement
- Flexible and modular for campaigns and seasonal changes
- Compatible with crates, boxes, and loose products
- Available as fixed or mobile displays



Why IMPULSO works

IMPULSO ensures products are always visible and encourages impulse purchases. Its modular design allows fast adaptation to promotions and layout changes.

Smart design, strong impact

With customizable panels, IMPULSO acts as both a product holder and a branding tool. Its clean, professional design fits seamlessly into any retail environment.

Versatile and operationally efficient

IMPULSO is available with natural baskets, black PP baskets, or round and rectangular trays. Compatible with cardboard boxes, IFCO, and Europool crates, and equipped with fixed legs or smooth wheels.

The IMPULSO range

- **Round:** 360° visibility for promotional islands.
- **Square:** Compact solution for walls and tight spaces.
- **Wine:** Premium presentation for wine and spirits.
- **Dual:** Double-sided display for aisles.
- **Herbs:** Optimized for herbs and small packages.
- **Petrolstation:** Compact and durable for high-traffic areas.

What we do

Transforming retail with smart in-store solutions

What we do

Elips Solutions supports retailers and industry partners with hands-on expertise and practical solutions that drive performance, reduce costs, and enable sustainable growth.

- **Product development** – From idea to execution, we guide the entire product journey to ensure faster time-to-market.
- **Process analysis & improvement** – We identify inefficiencies and optimize workflows to save time and reduce costs.
- **Sourcing & production in China** – Our local experts manage production and supplier partnerships aligned with your goals.
- **Specialized expertise** – From plastic moulding and metal assembly to complete production line design.
- **Sales training & team coaching** – We equip teams with the skills to perform, collaborate, and grow.
- **Marketing & communication support** – Support with brochures, product launches, and social media communication.

Let's talk about your goals. Contact us for a no-obligation conversation to explore tailored solutions that make a real difference for your business.



Presentation table

Mobile presentation table – flexible solutions for memorable in-store experiences

Where flexibility meets presentation power

Fresh produce and wine departments sell more than products – they sell experience, atmosphere, and story. Today's shoppers expect inspiration and engagement. Color, scent, texture, and presentation all influence buying behavior.

- Creates instant hotspots for promotions and seasonal assortments
- Fully mobile and easy to reposition anywhere in-store
- Ideal for cross-merchandising concepts
- Professional look with robust construction



From product display to retail experience

Elips Solutions' mobile presentation tables transform standard retail spaces into dynamic, eye-catching displays. Their modular and mobile design allows fast adaptation to changing needs.

Flexible, modular, and sales-driven

Whether highlighting weekend specials, themed campaigns, or storytelling setups, the tables stand out as focal points while blending seamlessly into the store environment.

The mobile presentation table is more than furniture – it is a strategic tool to boost visibility, drive impulse purchases, and strengthen brand perception.

Presentation island

Mobile presentation island – flexibility, visibility, and sales power

Flexible solutions for memorable in-store experiences

The mobile presentation island is a versatile display solution that adds flexibility, visibility, and sales power to any retail environment. With a base size of 60 x 80 cm, it fits seamlessly into every store layout. Two units can easily be combined into a larger 80 x 120 cm island.

- Compact footprint, expandable into larger presentation islands
- Fully mobile and easy to reposition
- Ideal for promotions, seasonal assortments, and cross-merchandising
- Professional look with modular add-ons



More than a presentation table

With optional attachments, a simple table transforms into a multifunctional presentation island. This makes it ideal for retailers who need to respond quickly to changing promotions or seasonal demand.

Applications across the store

Suitable for fresh produce, flowers, snacks, seasonal items, and promotional goods. The island creates instant hotspots for storytelling, cross-category combinations, and impulse-driven displays.

Design and ease of use

Compatible with all standard packaging, the design creates order and clarity. Custom printing with branding or themes turns each island into a unique focal point. The system requires minimal storage space and can be assembled in minutes.

The mobile presentation island is more than furniture – it is a strategic sales tool that increases visibility, boosts impulse purchases, and elevates the shopping experience.

Elips Impulso

Impulso Display – driving sales with simplicity

Driving sales with simplicity

Many European retailers miss out on sales because end caps, corners, and pillars are left underutilized. Conventional displays are often heavy, outdated, and limit flexibility.

- Up to 10–15% of sales space remains unused
- Impulse categories lose visibility
- Traditional promotional furniture is bulky and hard to move

The challenge

Unused store areas limit revenue, especially in impulse-driven categories. Bulky or outdated displays make it difficult to react quickly to promotions.

From idea to innovation

Impulso was created to reclaim lost space. Retailers recorded 20–30% sales uplifts during testing, with ROI achieved in under two months.

The advantages of Impulso

Flexible placement boosts turnover by up to 15%. Modular design cuts setup costs by 25%. Easy handling saves staff up to 30 minutes per restock cycle.

How to use Impulso

Placed near entrances, checkouts, or aisle ends, Impulso generates 3–5 times more impulse purchases. Suitable for food & beverages (+25%), fresh categories (10–12% less waste), non-food (+15%), and campaigns.

The Impulso Display is not just furniture – it is a sales engine, turning overlooked areas into measurable growth.

Pusher Systems

Pusher Systems – 100% product visibility without losing shelf space

Smarter shelves for every store

Pusher Systems keep products perfectly front-facing and fully visible. This smart shelving solution is ideal for drugstores, supermarkets, convenience stores, discounters, garden centers, DIY stores, and brand shops. Pushers deliver flawless presentation without sacrificing shelf height or capacity.

- Always front-facing products without manual fronting
- No loss of shelf height or selling capacity
- Up to 1.5 hours of labor savings per product group per day
- Higher sales through better visibility and order



Optimized convenience store service

Convenience shoppers have only a few minutes to find what they need. If products are hard to locate, sales are lost. Pushers automatically move each product to the front, keeping shelves neat, full, and attractive while staff focus on customers.

Maximum visibility without losing space

Unlike roller systems, pushers require no additional height. They are ideal for tall packages or compact shelf compartments. Every product remains visible on the front row, avoiding empty-shelf impressions that damage shopper trust.

Efficiency & flexibility

Retailers save an average of 1.5 labor hours per day per category with pushers. Ultra-thin dividers allow fast reconfiguration for changing assortments or seasonal promotions. All packaging types remain upright and sales-ready.

“With pushers, our shelves are always organized and customer-ready, without wasting space. – Store Manager”

Flex-rollers

Flex-Rollers – 100% product visibility with automated shelving

Smarter shelves for every store

Flex-Rollers are high-performance roller shelves that automatically keep products front-facing and fully visible. The system is designed for drugstores, supermarkets, convenience stores, discounters, garden centers, DIY stores, and brand shops.

- Always front-facing products and full shelves
- Up to 1.5 hours of labor savings per product group per day
- Higher sales through improved visibility
- Flexible configuration for any product mix



Optimized convenience store service

In convenience retail, customers have only a few minutes to make their choice. Flex-Rollers automate manual fronting through gravity-fed shelves that keep products rolling forward. Shelves stay organized and attractive, while staff can focus on customer service.

Maximum visibility & merchandising

Flex-Rollers ensure 100% product visibility and prevent empty-shelf impressions. Branding and signage options turn standard shelving into premium presentation areas.

Greater efficiency and faster sales

Automatic front-facing saves an average of 1.5 labor hours per day per category. Ultra-thin dividers allow fast reconfiguration, while front-positioned products sell faster, driving higher turnover and customer satisfaction.

“Since installing Flex-Rollers, our shelves always look full and organized. Staff save valuable time and customers immediately notice the difference. – Store Manager SPAR”

Inlays

Fresh produce inlays – maximize profit, minimize waste

The silent profit maker in your supermarket

The fruit and vegetable department is often the profit engine of a supermarket. While many categories operate on slim margins, fresh produce combines high turnover with strong margins and frequent customer visits.

- Up to 9% sales increase through improved presentation
- Up to 30% waste reduction through better airflow
- Fast return on investment, typically within 3 months
- Fresh, full, and well-structured produce displays



Smart inlays, stronger sales

Elips Solutions developed innovative crate inlays specifically for fresh produce. They create a structured, abundant look that attracts shoppers and drives repeat visits. A well-organized produce department can account for up to 12% of total store turnover.

Smart design, fast ROI

The inlays improve stock rotation and airflow, keeping products fresh for longer and reducing spoilage. With measurable impact on sales and waste, retailers typically achieve ROI in under three months.

Flexible for seasons and promotions

Designed for flexibility, the inlays adapt easily to seasonal campaigns, promotional layouts, and changing assortments, keeping the produce department dynamic and attractive.

Fresh produce inlays are more than a presentation tool – they are a silent revenue driver that turns the produce department into a powerful growth engine.

LED lighting

Smart lighting that drives sales

LED lighting solutions for retail & supermarkets

Elips Solutions develops and supplies high-quality LED lighting solutions for supermarkets and retail environments. Our systems enhance the shopping experience, improve product visibility and reduce energy and maintenance costs.



Product portfolio

- Seamless connectable linear LED systems
- Double-bias coupling lighting
- Track spotlights with COB technology
- Downlights and surface-mounted fixtures
- Suspended linear lighting and elephant trunk lighting
- Accessories and finished products

One power connection supports up to 300 meters of linear lighting, designed for fast installation and easy maintenance.

Customization & light quality

Adjustable color temperatures and lighting effects, tailored to ceiling height, shelf layout and product categories.

Our store feels brighter and more inviting, installation was quick and easy and we save on energy costs every day. – Retailer Belgium

Advanced LED lighting for every space

Suitable for supermarkets, fresh markets, convenience stores, fashion and brand retail, showrooms, offices and production areas.

Elips Solutions – lighting that performs.

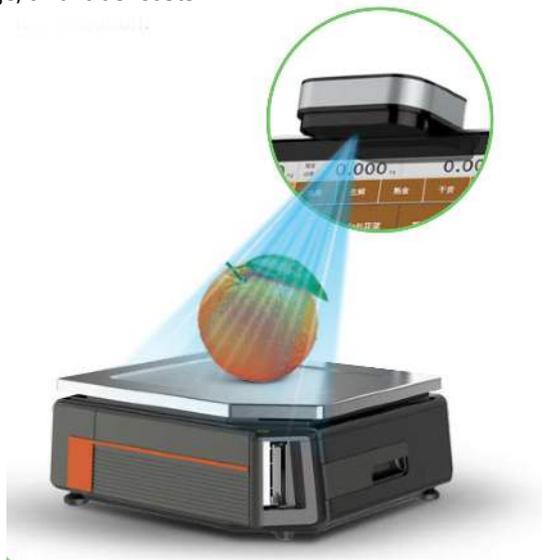
AI-powered weighing solutions

Electronic weighing solutions for modern retail

AI-powered weighing solutions – fast, accurate, and more efficient

Traditional weighing processes have long been a bottleneck in retail. Slow weighing, manual PLU entry, and error-prone workflows lead to customer frustration and operational inefficiencies.

- Faster weighing and shorter queues
- Automatic product recognition without PLU codes
- Lower training and labor costs
- Reduced errors, shrinkage, and label costs



AI-powered weighing solutions

Our AI weighing systems – including AI label printing scales, AI cashier scales, AI POS terminals, base stations, and electronic price tags – integrate seamlessly into existing retail environments. Supported by intelligent software modules and a centralized Scale Management System, weighing becomes a fully automated, data-driven process.

Powerful technology inside

With dual-core CPUs and up to 3.0 TOPs of NPU computing power, the systems process data at lightning speed. Fresh products are identified within 0.2 seconds with over 99% accuracy, even when packed in transparent bags.

Clear benefits for retailers

Retailers benefit from lower labor costs, reduced training requirements, and higher throughput. Errors and shrinkage are minimized, while customers enjoy faster checkouts, consistent quality, and clear product information.

“With AI weighing solutions, retailers turn a pain point into a competitive advantage.”

Elips Empowering

Innovate faster, source smarter, grow stronger.

How Elips Solutions empowers businesses

At Elips Solutions, we help organizations grow smarter and faster through a fully integrated approach. From product development and process optimization to sourcing and production in China, we support every step of the journey.

- Integrated approach from idea to market
- Combination of innovation, precision, and people
- Focus on efficiency, cost reduction, and sustainable growth

Product development

From idea to execution, we guide the entire development journey, ensuring that each stage delivers measurable value.

Process analysis & improvement

We identify inefficiencies and optimize workflows to save time, reduce costs, and improve productivity.

Sourcing & production in China

With strong local expertise, we manage supplier selection, negotiations, production planning, quality control, and logistics.

Specialized expertise

From plastic moulding and metal assembly to full production line design.

Sales training & team coaching

We empower teams with the skills needed to perform, collaborate, and succeed.

Marketing & communication support

From brochures and product launches to social media support, we help strengthen your market presence.

Customer quote – Baskin, The Netherlands:

“Working with Elips Solutions on the development of the IMPULSO Display has been a very positive experience. Their clear approach and focus on quality gave us full confidence.”

At Elips Solutions, we do more than consult. We partner with you to deliver growth, efficiency, and long-term impact.



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”





Elips Solutions

www.elips-solutions.com

info@elips-solutions.com