



ELECTRONIC TRAY LABELS

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Electronic Tray Labels (ETL) can help boost sales, improve the consumer experience and simplify operating tasks, some highlights are outlined below:

- Rolling prices have been replaced with digital pricing
- You can add product messages
- Ability to add tray messages
- Using Giga to create planograms and tray messages
- Remotely manage pricing and product messages



BOOSTS SALES



More performances, more sales

Applications

Possibility to highlight product promotions through the alternative flashing status (selection/price vs promotional message)



Possibility to set and customize up to 5 product messages (up to 12 characters)

This can be managed at the machine or remotely by using Vend Track

BOOSTS SALES

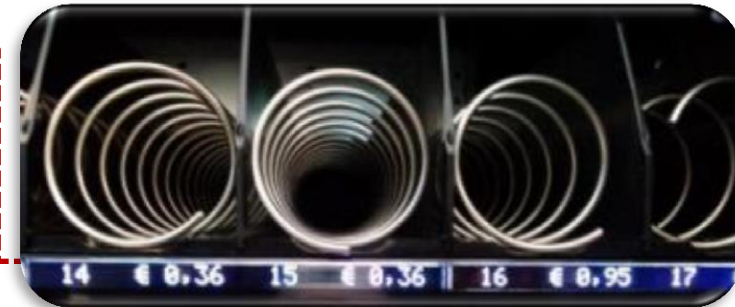


More performances, more sales

Applications

Automatic price change during happy hours or scheduled promotions

Pricing can be managed at the machine or remotely by using Vend Track



Possibility to show a long text string on the tray (up to 112 characters – no scroll) to give more information about promotions

ENHANCES CONSUMER EXPERIENCE



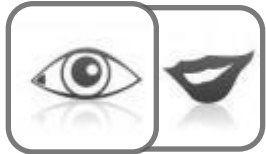
More information, more satisfaction

Applications

There is a clear **price** and **message** near the products
After product selection, **only the selected product**
remains highlighted.



ENHANCES CONSUMER EXPERIENCE



More information, more satisfaction

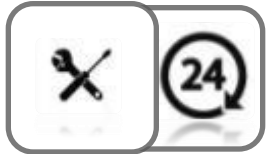
You are able to offer a huge amount of choice with the ability to highlight **promotional offers** and **combined deals**

Applications



Simple nutritional information can be displayed underneath products

SIMPLIFIES DAILY OPERATING

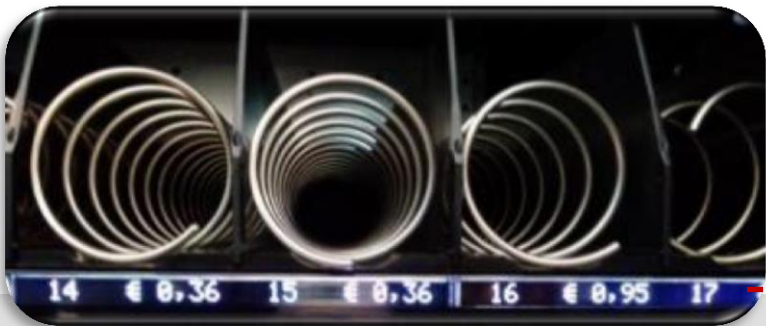


Simple operating, time saving

Applications

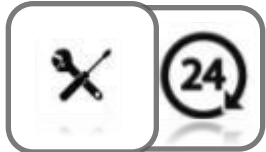
Product name is shown under the selections when the machine is open, to aid the merchandiser with simple filling

This feature needs to be set up using Giga



Possibility to clone the display set up by Up Key.

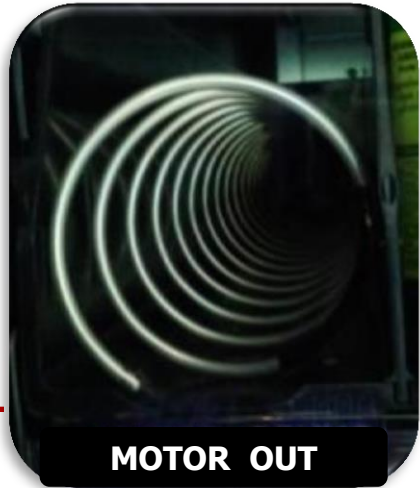
SIMPLIFIES DAILY OPERATING



Simple operating, time saving

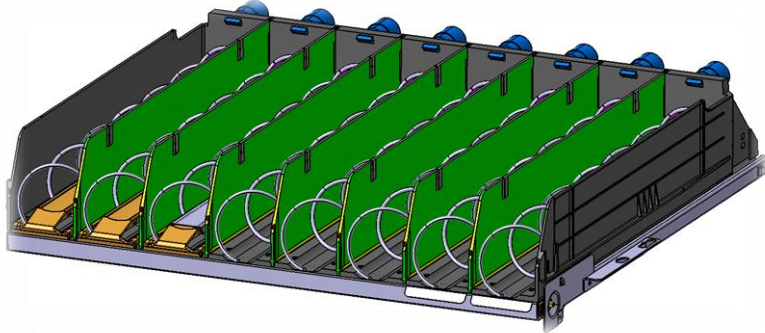
Applications

If the function is enabled, a message shows under the selection where the spiral has performed an "extra" turn, allowing the operator to reset the spiral position



Diagnostic messages (scrolling) shown under the selections with a fault to help the operator immediately identify any problems

ADDITIONAL INFORMATION



ETL will not be available as a kit.

It is only available on newly purchased machines.

To manage planograms and long tray messages the supporting Giga software and machine set up file (library file) are required

- Giga software - available from N&W free of charge
- Library file - available from N&W on request

Planograms and tray messages created in Giga are loaded into the machines using an Upkey

- Upkey adaptor is also required (available as an accessory in the 2016 price list)c

MACHINES WITH ETL – AVAILABLE MARCH 2016

Melodia ETL



Tango ETL



Samba Touch ETL

