

## SES-imagotag systems adopted by Hussmann to enrich its digital solutions for food retailers

Hussmann Corporation, a Panasonic company, has entered into a distribution agreement with SES-imagotag, for selected countries across the Americas. SES-imagotag is the world's leading provider of electronic shelf label (ESL) systems across all retail applications, and Hussmann is a market leading provider of products and services that enable excellence in food retailing. Together, Hussmann and SES-imagotag offer a complete integrated solution that changes the in-store retail environment and establishes a digital foundation for a seamless omni-channel experience and the future of food retailing.

"We are very excited about our relationship with SES-imagotag and the value we can collectively bring to our customers as they compete in an ever increasing digital world", said **Mike Higgins, President of Hussmann's Retail Technologies division**.

"Hussmann's market position, reach, and vision make them an ideal partner for us in the Americas," commented **Thierry Gadou, CEO of SES-imagotag**. "This market is poised to grow significantly and we are thrilled to combine the resources of two market leaders to help shape the future of food retailing in the region."

Today consumers are regularly shopping for food in as many as five retail formats to find the right product, at the right time and at the right price, so any opportunity for food retailers to differentiate themselves from their competition and manage their in-store costs helps them be successful.

Consumers are looking for the best in store experience and a digital foundation, grounded in ESL's, can provide shoppers with more product information, help them locate specific products in the store, and can integrate with other programs, such as loyalty, shopper engagement, and in-store marketing, to provide an exceptional omni-channel shopping experience. It can also enable pricing automation that lowers operating costs and increases accuracy while allowing retailers to better manage their product mix and pricing strategy to be more competitive in a digital world. Store efficiency can be achieved by optimizing costs and inventories, managing out of stocks and decreasing waste by active price promotion strategies to move more product from the shelf.

"SES-imagotag has deployed 160 million electronic shelf labels in 14,000 retail stores in 55 countries, so they have proven success in providing retailers true value with a digital foundation, based on a dynamic pricing solution," commented Higgins. "Perhaps more importantly, we share a vision of the future of food retailing and a passion for market leading innovations. Combined, we have the knowledge, expertise and reputation as trusted leaders in delivering meaningful innovation and technology solutions to food retailers. Together we will enable our customers to become or remain successful as they navigate the dynamic environment of the digitization of food retailing."

### About Hussmann Corporation

Hussmann Corporation, a Panasonic company, is an innovation and technology leader providing products and services that enable excellence in the food retail industry. Grounded in a history of industry-changing, innovative refrigerated merchandisers and refrigeration systems, today we provide a broad array of solutions for merchandising / shopper engagement, refrigeration, asset optimization, and supply chain management that address the critical needs of food retailers to increase sales, reduce costs, and increase shopper loyalty. We collaborate with customers across a variety of food retail segments including supermarkets, convenience stores, drug stores and dollar stores as we work towards our vision to positively impact the lives of consumers by transforming the future of food retailing.

[www.hussmann.com](http://www.hussmann.com)



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## About SES-imagotag

For 25 years, SES-imagotag has been the trusted partner of retailers for digital technology in stores. SES-imagotag, the worldwide leader in smart digital labels and pricing automation, develops a comprehensive IoT and digital platform that delivers a complete set of services to retailers. The SES-imagotag solution enables retailers to connect and digitize their physical stores; automate low-value-added processes; improve operational efficiency; inform and serve customers; ensure information integrity to continuously optimize on-hand inventory; prevent stock-outs and waste and create an omnichannel service platform that builds loyalty and meets evolving consumer expectations.

[www.ses-imagotag.com](http://www.ses-imagotag.com)

SES-imagotag is listed in compartment B of the Euronext™ Paris

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