



Digital pricetags done right: No batteries and powered by smart roomly-shelves

Shelving systems from roomly located in Markdorf (by Lake Constance) are not only estatically pleasing and functional but also sustainable. That is why the use of battereies is no longer necessary in roomly shelving products.

The goods have arrived and are ready to be arranged on the shelf based on your creative layout. Thanks to our smart technology, and the build in LED lighting, the product is now illuminated for best visibility. How about pricing? Wouldn't it be nice to update the current price at the push of a button, for this product in all stores simultaneously? It would be very unfortunate if the battery inside the ESL would stop working and the screen turns dark.

Reusable, again and again

With the smart and sustainable esl solution by roomly, these „out of battery“ moments will cease to exist. The price tags are powered by the custom made roomly-shelving systems which run on low voltage 24v, no battery needed- absolutely innovative.

Therefore, the signs can be reused endlessly. The best part: They are simply placed and clicked on the shelf edge, and are compatible with all electrified shelving systems from roomly. The ESL's are controlled via the included software – the convenient complete solution for tomorrow's commerce, made in Europe.

Batteries – an energy guzzler

The new system is not only maintenance-free and therefore more economical, but also particularly sustainable. According to the Federal Statistical Office, around 1.5 billion batteries and accumulators are used annually in Germany. The production of a battery needs about 5,500 times more energy than the small power storage it subsequently releases. Not to mention that some of its ingredients such as mercury or cadmium are toxic and endanger the environment if not properly disposed of. So, there are many reasons to use batteries and accumulators as sparingly as possible – even in commerce.

All-in-one solution for all applications

Here comes roomly's ESL (Electronic Shelf Label) system as a smart all-in-one solution. Whether it's a concept store, drugstore, hardware store, duty-free shop, or grocery retail store, these digital price tags can be deployed anywhere. Since they can be used with all electrified roomly shelving solutions, all customer requirements can be easily met – without compromising on design and product presentation.

The customer has the choice between two ESL versions from roomly's partners:
From the company Digety, there are digital price tags with E-Paper display. The Digety labels are available in five sizes, including a hang tag for loose items such as clothing, which also serves as the protection. Thanks to real-time localization (RTLs), the tags can be tracked precisely to its location and processes can be made more efficient.

The touchscreen invites interaction

Looking for more interactive shopping experiences? Then the touchscreen labels from VividTech are the right choice to perfectly showcase products in a roomly shelf. With the help of the touchscreen, customers can easily navigate through additional product information or interactively review the functions of a product – whether it's a mobile phone or a coffee machine.

Of course, with the ESLs from both providers, the price can be dynamically adjusted with the press of a button – maintenance-free and energy-efficient.

roomly — what we do and who we are

We design and manufacture shelving systems — whether it's freestanding, wall-mounted, built-in, or in the middle of the room. We dedicate ourselves to your room and its structure. We create order and interaction at all levels. We consistently think in terms of function and aesthetics. We do this out of conviction for over 30 years in Markdorf in the beautiful Lake Constance area. All our products are proudly Made in Germany and Made in Europe.

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