

The Out-of-Shelf solution

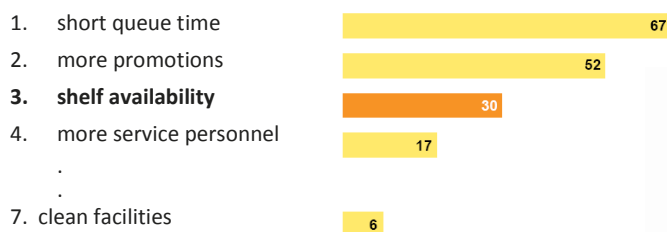
The pressure sensor film of plastic electronic provides a reliable solution for the prevention of out-of-shelf situations due to electrical detection of shelf removals within seconds!



Out-of-Shelf situations cause revenue losses of up to 4 %! The monitoring of shelves with the plastic electronic pressure sensor film enables simply, cost effectively and reliably the timely detection of shelf removals. In case the number of products in the shelf falls below a critical amount, the system warns the responsible person via lightening signals or SMS of upcoming out-of-shelf situations. This way, costs of shelf monitoring can be cut down, the reaction time reduced and customers satisfied at any time.

Shelf availability is an essential customer need of shopping!

Customer needs (%)



Source: Optimal Shelf Availability Study, Roland Berger/ ECR 2003

Every removal of the shelf can be recorded within seconds;

The plastic-electronic systems can therefore also be used as anti-theft protection.

Interested? – Please contact us! ▶▶▶

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