



European Retailer Automates Pricing with NCR Electronic Shelf Labels

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Dutch supermarket deploying NCR RealPrice(TM) solution chain-wide

In a move that will ensure price consistency from shelf to checkout, Netherlands-based Hoogvliet Supermarkets today announced it is deploying electronic shelf labels (ESLs) from NCR Corporation (NYSE: NCR) throughout its 34-store chain.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20020131/CLTH010>)

ESLs are digital tags that attach to shelves or other store fixtures. They display the price of merchandise or food items in large, clear characters and provide other information to shoppers or store personnel. Price discrepancies between shelf and checkout are eliminated because the NCR RealPrice(TM) wireless ESL solution is linked to the same computer file used by the store's point-of-sale system.

"Thanks to the lower cost of NCR RealPrice, retailers can now realize a return on investment of 12 to 18 months with ESLs," said Pete Bartolotta, vice president and general manager, NCR RealPrice. "ESLs eliminate the cost of replacing paper labels as prices change, help improve inventory and replenishment operations and allow stores to respond to competitive pricing pressures by implementing price changes or launching sales on short notice."

NCR recently introduced the NCR RealPrice brand to more clearly convey the benefits unique to ESLs.

"As retailers adopt this and other new retail technologies, it is critical to link the real operational challenges they face with real, measurable solutions," Bartolotta said. "The name, NCR RealPrice, clearly and simply illustrates the product's most distinct advantage."

Known for its discount pricing and emphasis on customer service, Hoogvliet began installing NCR RealPrice in September 2001 and expects to have approximately 5,500 labels in each store by the end of this month. In addition to ESL hardware and software, NCR is providing project planning, infrastructure installation, label overlays and maintenance, including remote support.

Beyond pricing accuracy, the NCR digital displays will enable Hoogvliet customers to easily compare the price of an item in euros with the price in Dutch guilders.

"The new shelf labels helped us and our shoppers make a smooth transition to the new currency," said M.W. Pietersma, managing director for Hoogvliet. "Beyond this important immediate benefit, NCR's ESL solution is improving operational efficiency so we can continue offering the lowest possible prices."

"NCR RealPrice can help ease consumer anxiety about pricing discrepancies," Bartolotta said. "Moreover, the ability of ESLs to display supportive text messages along with pricing information greatly supports the retailer's aim to increase service levels at the point of decision - the shelf."

About Hoogvliet Supermarkets BV

Founded in 1968, Hoogvliet was one of the first retailers to introduce the Netherlands to the "cash & carry" supermarket concept - offering a wide assortment of groceries, produce, fresh baked goods and other items at discount prices. "The customer is king" at Hoogvliet, where attentive staff, quality products, modern facilities and the effective use of technology help make shopping a pleasure. A family-owned company headquartered in Alphen aan den Rijn, Hoogvliet today operates 34 stores located in the central part of the country. Visit Hoogvliet on the Web at www.hoogvliet.com

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 31,400 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com.

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