



# MULTIMEDIA & SHELF EDGE

## DIGITAL DISPLAYS

**ORGANIC BODY WASH**  
Derived from coconut, rich in natural surfactants.

- Gentle Cleansing
- Impurities Remover
- Schum Control
- LAB TESTED
- FOR SENSITIVE SKIN

4.5 ★★★★★  
2.5k sold 578 reviews

SCAN ME

Himalaya Herbals

**GOLD PINEAPPLE**  
PRODUCT OF COSTA RICA

**\$6.25** each  
\$12.50 for 2 (12.50 each)

SCAN ME

HARVESTED NOW & READY TO EAT  
LOW IN CALORIES  
SUSTAINABLY GROWN  
100% NATURAL

**NEW ARRIVAL** **D'BLOSSOM**  
8.99 800ml EDP  
200ml 200ml BOTTLE

**FOODLEY POPCORN** **\$2.00 EACH**  
**THIS WEEK ONLY**

See Salt Caramel Cheddar Cheese

SCAN ME

**NAVEL ORANGE** **\$5.50 for 3**  
\$1.67 each

**LEMON** **\$3.60 for 5**  
\$0.72 each

**KORU APPLE** **\$6.60 for 5**  
\$1.32 each

**GREEN APPLE** **\$2.50 for 5**  
\$0.50 each

# WHAT ARE DIGITAL DISPLAYS?

Upgrade your retail experience by replacing traditional paper tickets with our innovative Digital Signage Displays. These dynamic displays not only offer real-time updates for prices, promotions, and product information but also introduce a new level of engagement through integrated videos.

Our digital display solution includes shelf edge displays that attach to the edge of your shelving replacing traditional paper ticket strips, large displays that can attach to the back panel of your shelving for elevated promotions and single or dual sided displays that hang from powered rails.

## BENEFITS OF DIGITAL DISPLAYS



### Powerful in store promotion

Get creative with your advertising by uploading captivate and engaging imagery and videos to attract attention.



### Improved pricing accuracy

Digital Displays eliminate the need for manual price updates. Reducing pricing errors and improving pricing accuracy.



### Real-time pricing updates

Stay competitive in a fast-paced market with real-time updates. Digital Displays enable retailers to quickly respond to changes in pricing or promotions.



### Reduced labour costs

Digital Displays eradicate the need for manual pricing meaning reduced labour costs and reduced operating expenses on paper tags.



### Increased efficiency

Digital Displays can be managed from a central location, making it easy to update pricing across multiple stores or departments. Streamlined operations and improved efficiency allowing staff to spend more time focusing on the customer and replenishing stock.



### Enhanced customer experience

Up-to-date pricing information and improvement in the overall shopping experience. Digital Displays can also be used to display additional information with the use of QR codes or NFC Technology.



### Customisation

Our Digital Displays can be tailored to match your branding with full colour images and videos and include features such as QR Codes that can provide access to additional product information like allergens, detailed specification, recipes, promotions.

# BASIC FEATURES

## Vivid HD Display

Featuring vivid HD displays, our digital signage and shelf-edge displays bring your content to life with exceptional vibrance.

## Dynamic Content

With the freedom to showcase endless combination of dynamic content, you can effortlessly engage your customers with eye-catching visuals, interactive advertising and compelling messages in every aisle.

You can also incorporate QR codes to provide shoppers with access to informative digital content.

## Generate Revenue

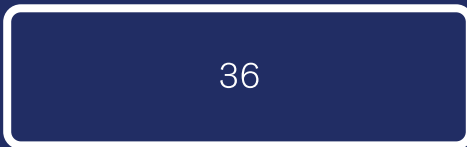
Grow in-store promotional revenue by offering brands the opportunity for premium advertising space in this perfectly positioned, unique and highly attractive platform.

## Simple management

Our electronic shelf label system seamlessly oversees and controls our digital signage displays, offering a unified platform for managing all product signage.

# DIGITAL DISPLAY SIZES

## Multimedia



## Shelf Edge

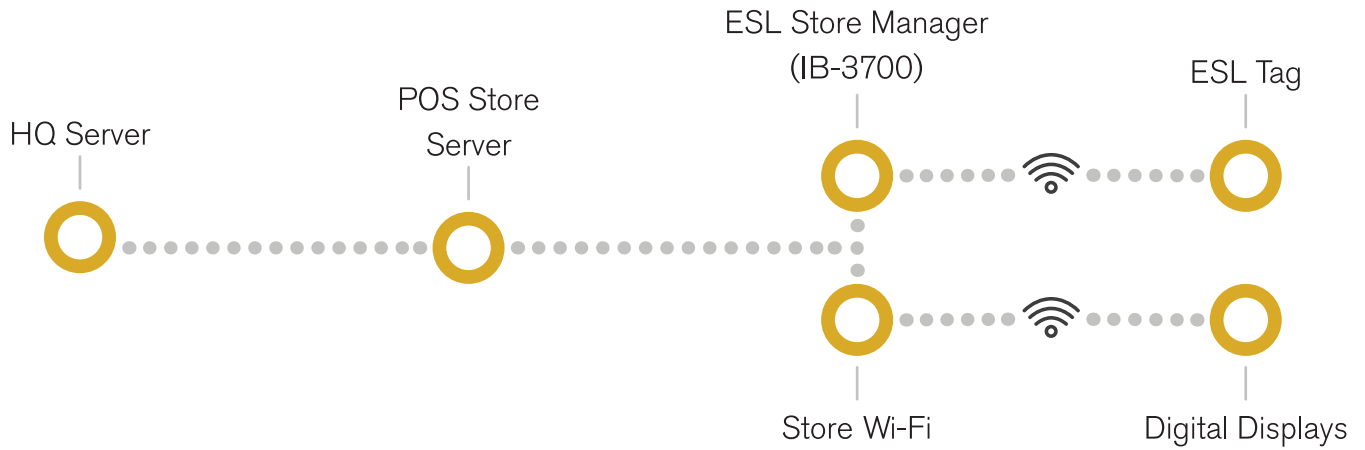


# SUITABLE FOR A RANGE OF INDUSTRIES





## HOW IT WORKS



## WHY WEDDERBURN?

Founded in 1896, Wedderburn is an industry leader in the retail industry, specialising in ESL (Electronic Shelf Labels) solutions and providing exceptional support to independent retailers across Australia. With millions of ESL installations across Europe, Asia and USA over many years, DIGI has emerged as the premium supplier of electronic shelf labels and now offer digital signage displays to complement the range.

We're a 100% family owned, Australian business. We deliver quality products and services, take a customer centric approach to business and cultivate strong partnerships with our suppliers through dedicated Account Managers and Representatives.

There are currently 18 Australian offices and 10 offices in New Zealand, and over 350 employees combined. All the offices are strategically located in high-density population centres with large industrial and commercial infrastructures. We also have a network of dealers located in important regional centres to support our sales and customer service activities.

## CONTACT US



1300 970 111  
enquiries@wedderburn.com.au  
www.wedderburn.com.au