

3D Systems

The ESL buyer's guide

Planning electronic shelf labels for your stores

1. What electronic shelf labels do
2. How the system works
3. Choosing your labels
4. Connecting to your POS or ERP
5. Rollout checklist
6. Questions to ask any supplier
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1 What electronic shelf labels do

Electronic shelf labels (ESL) are small e-paper displays that replace paper price tags. Each label shows the product name, size, price, offer and barcode, and updates wirelessly from the system that already holds your prices.



The shelf matches the till

The label and the checkout read the same price. In Saudi Arabia and the UAE the shelf price has to match the till price, and ESL closes the gap that paper tags leave after every change.

Price changes in seconds

Change a price once in the POS or ERP and every label in every branch shows it.

Offers on schedule

Promotions start and end at a set time across branches, without printing nights.

Arabic and English

One label carries both languages and the price in SAR or your currency.

No paper tags

No printing, cutting or walking the aisles to swap tags.

2 How the system works

An ESL system has four parts. We supply and support all of them.

POS / ERP / POSMena — Price-sync software — Gateway — Labels on the shelf

1
E-paper labels
From 1.5 to 12 inches. Freezer-rated models for cold chains, multi-colour models for offers.

2
Wireless gateway
A low-power radio network in the store. One gateway typically covers thousands of labels.

3
Price-sync software
Takes prices, offers and stock flags from your POS or ERP, POSMena included, and sends them to the labels.

4
Local rollout and support
Site survey, installation, templates, training, spare parts and technical support.



3 Choosing your labels

Pick the size by how close shoppers stand and how much the label must say. We confirm sizes shelf by shelf during the site survey.

Label	Where	What it shows
Small, from 1.5"	Pharmacy, cosmetics, spices, confectionery	Name, price, barcode
Medium, 2" to 4"	Standard grocery shelves	Name in Arabic and English, size, price, offer
Large, up to 12"	Fresh produce, electronics, end caps, offer stands	Price per kilo, product details, large offer
Freezer-rated	Chillers, freezers, cold rooms	As medium, built for the cold
Black, white and red	Any shelf with promotions	Offers in red so they stand out

Mounting: shelf data rails, clips, poles and stands.





4 Connecting to your POS or ERP

The labels are only as good as the price data behind them. Before a pilot, agree with your IT team on these points.

- [ ] Item code or barcode for every product
- [ ] Product name in Arabic and English, and the size
- [ ] Regular price, offer price, and offer start and end dates
- [ ] Optional: stock flag or origin, if you want it on the label
- [ ] How price changes leave the POS or ERP (file, database view or API) and how often
- [ ] A network connection for each store's gateway

> **POSMena connects directly. For other systems we map the fields during setup.**



5 Rollout checklist

- [ ] **Site survey**
  count labels per shelf type, choose sizes and mounts
- [ ] **Gateway plan**
  place gateways and check coverage in every aisle and cold room
- [ ] **Templates**
  agree label layouts in Arabic and English, including offers
- [ ] **Integration**
  connect the price source and test a price change end to end
- [ ] **Pilot**
  install a few aisles and run them alongside paper for a short period
- [ ] **Training**
  show staff how to replace, pair and check labels
- [ ] **Rollout**
  the rest of the store, then other branches
- [ ] **Support**
  spare labels, a support contact and a reporting routine



6 Questions to ask any ESL supplier

1. Which label sizes and colours do you supply, and are freezer-rated models available?
2. How many labels does one gateway cover in a store like ours?
3. How does your software connect to our POS or ERP? Is POSMena supported?
4. Can one label show Arabic and English correctly?
5. How long does a price change take to reach every label?
6. What happens if the network or the gateway goes down?
7. Who installs the labels, and who trains our staff?
8. Where do spare labels come from, and how fast?
9. Who supports us after go-live, and in which countries?
10. Can we start with a pilot before a full rollout?



7 Pilot and business-case worksheet

Fill this in with your own numbers. It shows what paper tags cost you today, so you can compare with a quotation.

Stores	____
Products (SKUs) per store	____
Price changes per store, per week	____ (A)
Minutes to print and swap one tag	____ (B)
Staff cost per hour	____ (C)
Tag printing and material cost per month	____
Price-mismatch complaints or fines per month	____

Staff hours per store each week = A × B ÷ 60. Staff cost per store each week = hours × C.

Your pilot

Pilot store	____
Aisles in the pilot	____
Labels needed (from the survey)	____
Success measure	e.g. no shelf/till mismatches, time saved on price changes

Plan your pilot with 3D Systems

We supply, install and support electronic shelf labels in Saudi Arabia, the UAE, Kuwait and Türkiye. Send us your store details and we will plan a site survey and a pilot.

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Prices on the photos are illustrative.