

EllaFashion®

With EllaFashion Pricing Solution

MORE SALES
FASTER SALES
HIGHER PROFIT

*True omnichannel pricing
for retailers*



DYNAMIC PRICING



OMNICHANNEL



REAL-TIME INVENTORY



SMART FITTING ROOM

MariElla®

Member of MariElectronics Group



What is dynamic pricing?

Dynamic pricing allows retailers to take advantage of happy hour-, season sale-, peak- and end-of-season pricing. Pricing is easy, flexible and remote-controlled. With just a push of a button the prices of the selected garments are changed within a store or across a chain of stores.

Maintenance and price updates can be performed remotely, saving countless work hours. The two-way radio enables effective and timely reporting while all price updates are automatically acknowledged. EllaFashion dynamic pricing system comes with tools to create customized reporting system. All EllaFashion Price Tags are reusable and sustainable with estimated lifetime of 5-7 years.

Dynamic and digital pricing is a unique way to maximize sales, profit and margins.



EllaFashion - a complete solution for pricing

EllaFashion Solution is an electronic pricing solution developed in close cooperation with retailers, for retailers. EllaFashion Solution consists of the following features:



OMNICHANNEL PRICING

EllaFashion digital pricing solution makes true omnichannel pricing easier than ever. With EllaFashion Solution you can manage prices regardless of the sales channel.



REAL-TIME INVENTORY

Retailers can immediately see the true status of their inventory. The gathered inventory data can be used to adjust prices and reflect the status of their inventory, minimizing the amount of unsold items. Automating manual tasks frees up resources for more productive tasks.



INTEGRATED ANTI-THEFT

The EllaFashion Price Tags can be equipped as an option with an anti-theft system. Additional equipment such as anti-theft gates or hand-held readers are available from reliable partners, or it can be integrated with your existing anti-theft system.



RFID TAGS

EllaFashion Price Tags can be equipped with RFID tags. EllaFashion tags can be used in tracking throughout the full logistics chain. RFID enables companies to grow their operations and logistics systems without major investments. It improves visibility to global supply chain and customer service.



PRICING TOOL

To maximize the profit, EllaPricingTool follows the demand and updates the prices according to the sales data to keep the sales plan. Prices are updated automatically according to the EllaPricingTool. Prices are decreased or increased and EllaFashion Price Tags updated accordingly.



SMART FITTING ROOM

EllaFittingRoom Solution is a smart fitting room that works together with EllaFashion Price Tags. It helps customers to try and buy more and the efficient anti-theft features help you to achieve minimum shrinkage. Get analysis data easily and reports to the Head Quarters.



Easy-to-use equipment for price tag usage

EllaFashion Solution consists of lightweight digital price tags for fashion retail brands. EllaFashion Price Tags are attachable to almost anything. Prices are updated with just a push of a button. Signal is sent to the digital price tags and the prices are updated.



Mini tag is the newest model in our unique digital price tag family. This lightweight and small price tag includes dynamic pricing and can be equipped with RFID or attachable anti-theft (including AM).



EllaDesk Station is a desktop device for POS, to be used with EllaFashion Price Tags. A device for adding or deleting price tags and updating data from EllaController database to EllaFashion Price Tag display.



EllaHandheld is a portable device for adding or deleting price tags to the EllaController database.



Easy management of currencies - all in one tag

Deliver products all over the world with EllaFashion Price Tags attached - and set the currency later. The up-to-date prices can be transferred globally, store-by-store or inside the store based on each model, color or size. The dynamic pricing is a perfect opportunity to reduce losses resulting from currency changes.

EllaFashion Price Tag currency options cover 58 different currencies, for example €, £, ₪, kr or \$ can be shown as symbols. For the global retailers any currency can be shown in the labels with three letter symbols.



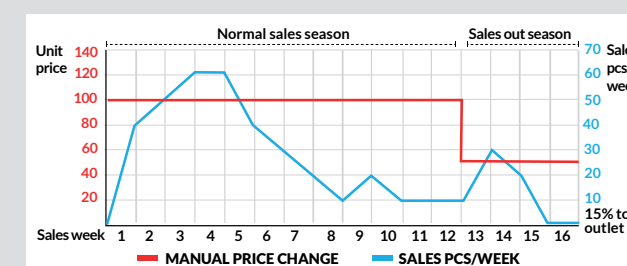
EllaPricing Tool increases your profit

Use **EllaPricing Tool** for an individual product or bigger group of products. This is how it works:

- Set your sales targets:
 - number of clothes (pcs)
 - period (weeks)
 - start price
 - max and min prices during the period
- EllaPricing Tool starts following the sales volume.
- Sales price is dynamically changed depending on the real time sales vs. set targets.
- Price tags are updated accordingly.

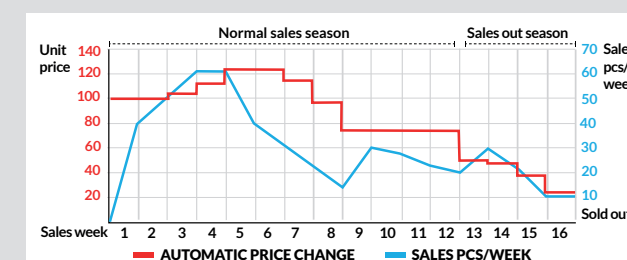
Boost your sales!
Less manual work!
Optimized inventory!

Manual price changing is time-consuming, expensive and prone to human errors - this means unsold, wasted items:



15% to outlet

With EllaPricing Tool you take advantage of even minor price changes according to actual sales - this means improved margins and no unsold items:



20% more revenue - all profit



Four color shelf edge labels

EllaFashion Shelf Labels (ESL) take the best qualities out of e-paper technology and paper-like look. The label shows product in four color print and pricing information.



EllaPrinter prints out a product image or a logo for shelf edge labels in just 3 seconds. You can use the same product image as on the website.



EllaUpdater is a device for EllaLabel handling point. A device for adding or deleting labels and getting data from EllaController database to EllaFashion Shelf Label display.

We also provide price tags for racks and table stands.



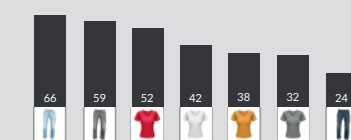
EllaFittingRoom: increase cross sales

EllaFittingRoom is a smart fitting room that works together with EllaFashion Price Tags. It helps customers to try and buy more and can be combined with efficient anti-theft features, which leads to minimum shrinkage.

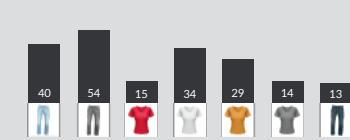


- Order different size, colour or product to Fitting Room via touch screen. The request arrives at shop assistant's mobile.
- Product related information
- Responsive and accurate customer service
- Cross sales promotions shown on screen
- Connected to the inventory system
- Get analysis data and reports easily to guide the business
- With anti-theft feature, **40%** less shrinkage.
- Increase your profit up to **25%**

TOP PRODUCTS TRIED ON



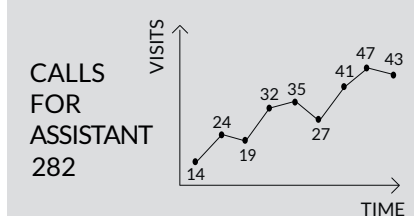
TOP PRODUCTS SOLD



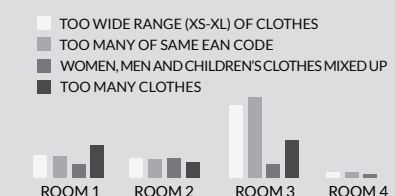
VISITS



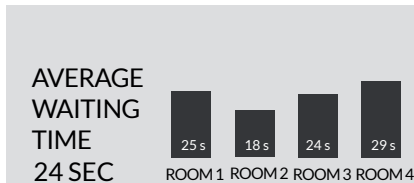
CALLS FOR ASSISTANT



ANTI-THEFT



AVERAGE WAITING TIME





DYNAMIC PRICING



OMNICHANNEL



REAL-TIME INVENTORY



SMART FITTING ROOM

Save money and maximize your sales, profit and cash flow

In traditional manual pricing retailers have to face difficulties in an unpredictable market environment. There's a continuous increase in costs - labor, overtime, maintenance, inventory, etc.

EllaFashion changes all that. Why waste personnel's valuable time on changing paper labels, checking for errors and correcting the price labels? Why not let them concentrate on what really matters: better customer service .