

Cabling - Electronic Shelf Label

An electronic shelf label (ESL) system is used by retailers for displaying, typically on the front edge of retail shelving, product pricing on shelves that can automatically be updated or changed under the control of a central server.

A major advantage of electronic pricing is that it can be easily updated in real time, allowing for rapid adjustments in response to changes in product availability, promotions, or pricing strategies.

Tech Network Cabling gives a full installation program which consists of:

- 1 Additional Cable installation to support the ESL
- 2 Mount the ESL across the Retail store
- 3 Patch all Data Panels into Cabinet

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Electronic Shelf Label being used by Nike

