

Poznań 13.02.2013

Reference letter

On behalf of IntermarchePolska I recommend HemiLab Sp. z o.o. Sp. k. as a solid and qualified Partner for implementation of systems for product label and layout management based on the Digital Store Map. HemiLab system has been implemented in one Intermarche store on 07.01.2013 and thoroughly tested by the store staff. The system consists of:

- Digital Store Map application
- Smart Label Printer
- UM device

The system operates in the store until now and is operated solely by the store staff. The results of the tests indicated that the system:

- Speeds up the price label distribution process up minimum to 3 times
- eliminated the problem of different prices on price labels than in the POS system
- minimized the number of customer complaints
- increased the visibility and attractiveness of price labels
- speeds up the realization of promotion campaigns. All promotion prices can be distributed before store opening
- supports the verification of product layout
- helps keeping the product layout according to the planogram
- allows reporting of changes in product placement

The whole project process from planning until execution was handled professionally by HemiLab engineers and all reactions to our business needs were quick and effective.

Dyrektor ds

Konceptu i Organizacji Sprzedaży



Beata Orcholska

SCA PR POLSKA
Spółka z o.o.
ul. Janikowska 33, 61-070 Poznań
NIP 782-19-77-018

Kierownik

Działu Category Management



Roman Szymanda