

G-tag



Maximum productivity / Better merchandising and displays

Perfect readability for shoppers, efficiency for retailers

The advantages of the G-tag graphic range benefit everyone and ensure that it performs better than rival solutions. G-tag labels come in three formats, they consume little energy and they substantially reduce operating costs. The G-tag labels also allow to integrate a logo for branding purposes, or a scannable barcode which gives the aisle manager strategic information linked to the product (stock, rotation rate, expiration date, etc.)

Advantage for Retailers

- A significant and consistent reduction in operating costs: the price changing process is highly efficient, so the cost of managing complaints, refunds, fines, etc. is much lower.
- Prices can be updated dynamically, thereby optimizing margins and boosting competitiveness: time-of-day and location-driven pricing strategies, management of campaigns, programs, inventory, etc.

- Optimized sales and marketing efficiency: the G-tag labels enable to draw attention to special deals and to support the commercial efficiency of a store improving, for example, membership program readability, integrating a logo or a bar-code.

Advantage for Shoppers

- Guaranteed price integrity: manual errors caused by the use of paper labels are no longer an issue, and the prices scanned at the checkout always match those displayed at the shelf edge.
- Maximum price readability: a priority for shoppers - it stands out by its differentiating display.

Four formats

The labels come in four formats: G-tag 4 and G-tag 6 for gondola shelves, G-tag 11 (which is waterproof and therefore ideal for damp environments) and the large G-tag 18 format adapted for displaying fruit and vegetable prices and for the end-of -aisle displays.

Perfect price readability

The readability of prices is ranked first as the consumer concerns.

The G-tag offers the best resolution available (180 dpi for G-tag 11). The screen can display high-quality visuals, logos that enable to put forward a loyalty program associated to specific brands or barcodes to control the stock directly from the selling areas. They are also compatible with all fonts and sizes. Lastly, the name of the item is displayed: as a result, name stickers (and the work associated with them) are no longer necessary.

Simple and reliable price transmission

Price information is transmitted to the labels via a very low-frequency (VLF) radio signal, which travels through any obstacle. Therefore, the transmission infrastructure does not need to be adjusted if the store layout is changed (shelves, decor, POP advertising). As the signal is completely reliable, there is no time wasted on checking data reception errors.



A commercially-effective label

The labels can be customized with the name of the store or with a specific brand name, thanks to a broad selection of silkscreens options and a full range of POP advertising accessories (G-tag 4/6). This makes them more eye-catching and enables to point out an in-store promotion thanks to «reverse display mode» (black text on a white background and white text on a black background) and alternating displays (a succession of several customer pages). They become real marketing tools for bringing forward the products that they show.

Low energy consumption

G-tag labels use TFT-LCD technology (pixel display). A patented process guarantees a very low consumption level. The service life of these labels is over 5 years, which is equivalent to the depreciable life of an electronic shelf labeling system.

Anti-theft system

The G-tag 4 and G-tag 6 are equipped with the patented Easylock fixation system.

The labels are locked firmly onto their rail or individual mountings. Therefore, they will not fall off or break, and they are theft proof, meaning that the replacement rate is low and costs are kept perfectly under control.

Better operational management of the store

The G-tag labels are designed specifically for the retail industry and are able to display additional information relating to the operational management of the store. Retailers are therefore directly informed about inventory levels, restocking rates, minimum orders, facings, etc. All the labels can be used in both positive and sub-zero temperatures, which removes the complexity of managing several stocks of labels.

TECHNICAL DATA

Model	G-tag 4	G-tag 6	G-tag 11	G-tag 18
H x W x D (mm)	35 x 49 x 10,5	35 x 69 x 10,5	84,9 x 116,7 x 12,6	132 x 90 x 14
Display H x W (mm)	25,4 x 32,3	25 x 52	58 x 93,3	94 x 152,5
Display diagonal	41	58	107	178
Display area	8,2 cm ²	13 cm ²	54 cm ²	143 cm ²

DISPLAY MAIN FEATURES

Pixels	20.480	32.768	260.800	260.800
DPI	127	127	180	110
Reverse Display	Yes	Yes	Yes	Yes
Waterproof	No	No	Yes	No
Blinking (G-tag+)	Yes	Yes	Yes	Yes
Customization	Yes	Yes	Yes	F&V Photo Kit
Battery Indicator	Yes	Yes	Yes	Yes
Alternating Display	Yes	Yes	Yes	Yes

OPERATING CONDITIONS

Mounting System	Easylock	Dovetail	Modulo Kit & Dovetail
Battery life	5 years minimum	5 years minimum	5 years minimum
Battery compartment	Yes	No	Yes
Batteries	1 x 3V 600mAh	4 x 3V 600mAh	4 x 3V 600mAh
Operating temperatures	-25°C to 50°C	-25°C to 50°C	-25°C to 50°C
Initialization	EAN code or label code	EAN code or label code	EAN code or label code
Update speed	30.000 prices / hour	30.000 prices / hour	30.000 prices / hour
Transmission	Radio RFX4 (VLF)	Radio RFX4 (VLF)	Radio RFX4 (VLF)

Published by
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Printed in Germany, April 2013