

# DÄNISCHES BETTENLAGER

*A focus on*  
**EXPERTISE**



It is one of the largest investments in the future of the retail industry made by a German company in the recent past. And it is the largest ESL rollout in the history of umdasch Digital Retail – Dänisches Bettenlager is switching its more than 1,300 specialist stores over to electronic shelf labelling. And the company is placing its trust in the expertise at umdasch Digital Retail as its integration partners; the labels are supplied by SES imagotag. The company is investing some € 50 million. A report on experiences at the first installation in Neumünster near Hamburg, Germany.



Some 3,500 ESL price labels and up to four price checkers will be installed in one branch of Dänisches Bettenlager.

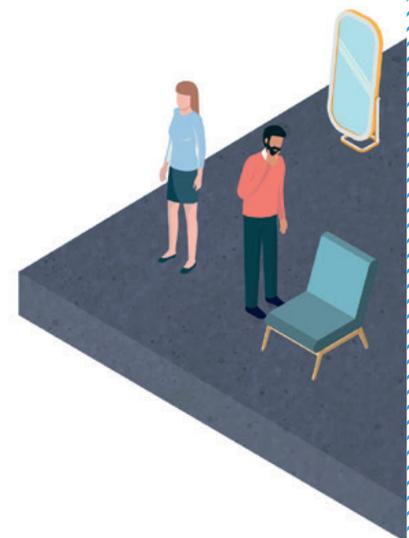


Michael Rodin-Lo, CEO of umdasch Digital Retail, hears the flight attendant announce “Boarding completed” over the tannoy on this morning flight to Hamburg. Off the top of his head he whispers to his colleague in the adjacent seat “Preparation completed – the future starts now.” It was three years ago that he had his first discussions with representatives of Dänisches Bettenlager about digital signage and Electronic Shelf Labelling at the POS.

After two test branches in 2018 – in Flensburg, Germany, and Serravalle, Italy – and countless negotiations, hundreds of phone calls, trial periods and prototypes plus an intensive six-month preparatory phase, the big day finally arrived: Dänisches Bettenlager’s first branch in Neumünster near Hamburg was equipped with electronic price labels and the rollout was underway. Together with Anna Taitl, a colleague responsible for logistics, and his co-project manager Franz Kendler, Rodin-Lo is personally supervising the first rollout project to take place.

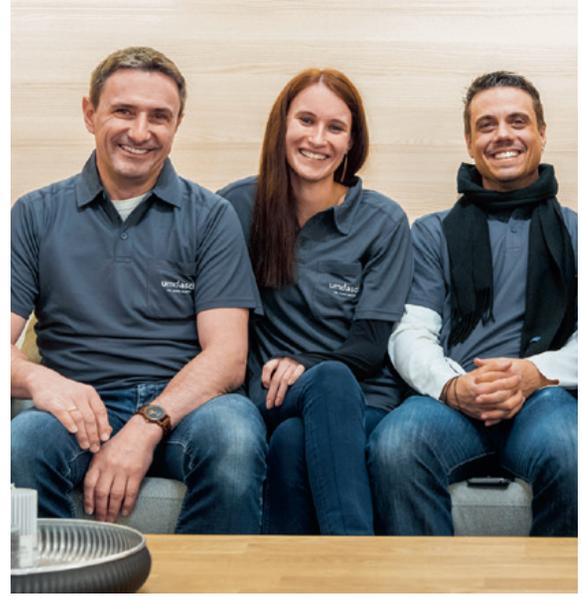
umdasch had spent a great deal of time meticulously preparing the implementation of the project in Neumünster. The digital retail experts at umdasch programmed the requisite interface software which collects the relevant information and then transfers it to the ESL software. Jeegy, a well-known product by SES Imagotag, is used for this.

This ensures that the data from the retailer’s head office is transmitted to all selected branches. This means that price changes now only take 30 seconds. Thanks to intelligent templates the electronic price labels, which are used in three sizes, offer manifold opportunities for creative marketing campaigns. Rodin-Lo uses the example of Dänisches Bettenlager to explain that “the focus was always on the marketing aspect and the pressure that the solution takes off staff at the various branches when we worked out solutions together. Accordingly, by programming something known as a template decision tree we illustrate important pricing processes.” Project leader Kendler adds: “The system recognizes, for example, whether a chair can be sold individually or whether a combination consisting of a dining table and four chairs is allocated a special promotional price and is thus less expensive than the prices for all five products individually.”



## shops 151 – Digital Retail

Franz Kendler, Anna Taitl and Michael Rodin-Lo – visibly relieved after the first ESL location had been set up in Neumünster.



### Dänisches Bettenlager

is a leading retail firm for mattresses, beds, cushions, furniture items and home accessories operating in Europe. The firm's history can be traced back to founder Lars Larsen, who opened the first store 40 years ago in 1979 in Aarhus, Denmark. Today, the company has a network of over 1,300 outlets in seven countries. In Germany and Austria, the firm is known by the brand name "Dänisches Bettenlager"; in all other countries the brand is called, "JYSK". In addition, there are a further 1,000 specialist stores in a corporate group.

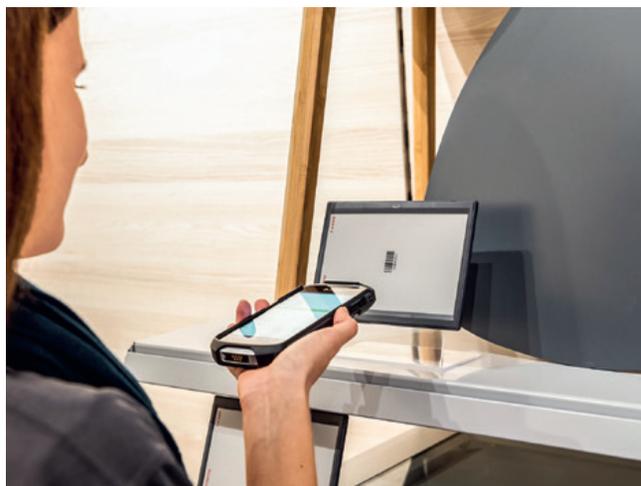
umdasch developed a large number of modular holders made of plastic and metal for attaching the ESL tags.

Preparing and integrating the system side of things was not the sole concern for the business partners. "Precise planning is also required for the enormous logistical efforts behind such a project," explains Logistics Manager Anna Taitl, who has been busy for weeks ensuring up to 5,000 items per outlet from numerous suppliers all over the world reach the large logistics warehouse in Germany. On arrival they are ordered, picked and delivered to the respective store just in time. Two pallets per location – still a huge challenge given the sheer number of articles and the fact that they consist of so many parts.

Once they arrive in Neumünster, the team immediately inspects the preparatory work. Subsequently, the assembly team, outlet staff and outlet project supervisor are briefed. Rodin-Lo explains how the location is to be made fit for the future in the next two days. First of all, the pallets specially designated with the ESL labels are unpacked and inspected. Afterwards, the umdasch team discusses the individual work stages with the two furniture fitters: Installing tracks, securing the holders and affixing labels. The final procedure for every individual product is to connect the barcode of that product with the barcode on the ESL price label. As this effectively connects the two systems to each other, it is possible to quickly alter prices and do the pricing for campaigns, discounts and the like. Two days maximum are allowed for installing the roughly 3,500 ESL tags per location. In addition, there are up to four price checkers: small tablets with a scanner function intended to motivate customers to find out more about certain products in selected ranges. An ideal tool for products made up of many parts presented on tables or other furniture in the centre of the store.



In the so-called pre-rollout, over 20 outlets are fitted out with ESL. The big rollout begins in June 2019 after a prior evaluation. “Then we will equip 2 – 3 stores a day with ESL. This work is done by up to eight assembly teams working simultaneously,” relates Project Manager Franz Kendler. In addition to his digital experience he has also put a lot of shop fitting know-how into this project. Numerous metal and plastic holders with a modular design had to be developed for affixing the ESL tags to tables and chairs in hanging, standing or standalone positions. This interplay of shopfitting expertise and digital products is also characteristic for umdasch.



## TALKING TO

Ole N. Nielsen  
CEO Dänisches  
Bettenlager

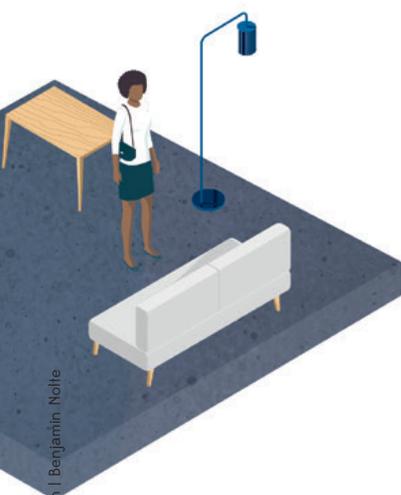


Image source: umdasch | Benjamin Nolle

**shops:** Mr Nielsen, why is Dänisches Bettenlager switching over all its outlets from paper price labels to electronic pricing?

**Nielsen:** Our business is characterized by high supply dynamics. Every day there are a large number of activities and offers. Switching over to ESL gets rid of the need for manual work, printing and hardware costs. Moreover, the error rate in pricing dwindles to almost nothing. In addition, it is good for the environment as we can forgo huge amounts of paper, ink and transport services by eliminating paper price labels.

**shops:** What advantages does it bring for the customer?

**Nielsen:** By switching over to centrally controlled electronic price labels for the 4,000 or so articles in every outlet we can save 1.5 days in labour per week. And in keeping with our aspiration to be a specialist store for home accessories, beds and bedding we will not alter our employee capacity per store but will ensure our employees benefit fully from this time saving in the interests of offering even better advice and service.

**shops:** Did the speed of ESL also play a role?

**Nielsen:** Absolutely! In future we can implement price changes for every single article within 30 seconds. This is our response to increasing competitive pressure and high dynamism in our sector. In addition, ESL enables our marketing team to have totally new impulses.

**shops:** What campaigns do you have in mind?

**Nielsen:** Say “Happy Hour” offers or offers for individual groups of goods we wish to draw attention to at certain times. But it also means local, regional or single-store campaigns can be realized easily.

**shops:** You opted for umdasch Digital Retail as implementation partner and label maker SES imagotag. What particularly won you over?

**Nielsen:** We have enjoyed many years of successful cooperation with umdasch The Store Makers. The Digital team won us over in the bidding phase with its immense expertise and flexibility in the field of electronic pricing. By choosing SES imagotag we are relying on the market leader in this area. And finally, the overall package was a perfect fit for us: umdasch and SES have worked together for many years.

Thank you very much for the interview. (bp)