WELCOME ⟩

eTaggs

ABOUT US

eTaggs is an ingenious startup company that provides an innovative electronic shelf label (ESL) solution for retail stores.

Our ESL system leverages cutting-edge technology to enable retailers to digitally display and update pricing and product information in real-time across all shelves and across the country if needed.

We're based in Phoenix, AZ with an additional presence in Omaha, NE.

OUR TEAM

Johnny Trinh
Western Regional Director

Daniel Brewer
Eastern Regional Director

Norm Wallace
Central Regional Director

ESL INDUSTRY

eTaggs provides electronic shelf labels that enable brick-and-mortar retailers to digitally display and update pricing and product information in real time. This solves major pain points retailers face with traditional paper labels, including:

- Labor costs associated with manually changing paper shelf labels across all products in a store every time a price changes, which can amount to multiple times per week.

- Inability to quickly or dynamically respond to competitors' pricing or make broad price changes across product categories.

- Risk of pricing inaccuracies leading to overcharging or undercharging customers if paper labels displaying incorrect prices are not promptly replaced.

These problems cost retailers significant time, money, and customer dissatisfaction over incorrect pricing. eTaggs' electronic shelf labels streamline the pricing process so retailers can rapidly adjust prices storewide with the click of a button. This eliminates labor costs to change paper labels while enabling dynamic pricing responses to market conditions. The result is increased efficiency, maximized margins, and improved customer experience.

BEHIND THE NUMBERS

The global electronic shelf label market size is projected to generate a turnover of **US $1.4 billion** in **2024** and climb to a value of **US $7.53 billion** by the end of 2034. The market has been evaluated to expand at a noteworthy **18.3% CAGR (Compound Annual Growth Rate)** from **2024** to **2034**.

Electronic shelf labels contribute to a more engaging and informative shopping experience for customers by providing accurate and up-to-date information about products and prices. Our ESL system offers features that aid in inventory management, tracking stock levels, and providing alerts when products need restocking.

Just a few of the large chain retail stores that use ESLs are:
- Walmart
- Kohl's
- Best Buy

Electronic Shelf Labeling is poised for continued growth as retailers increasingly acknowledge the advantages it offers, including enhanced efficiency, inventory management, and reduced labor costs just to name a few.

HOW WE CAN HELP YOU

Our electronic shelf label (ESL) solution leverages cutting-edge display technology and big data analytics to provide retailers with real-time price and product monitoring. By replacing traditional paper labels, our ESL system enables stores to digitally display and update pricing, significantly reducing labor costs while optimizing promotions.
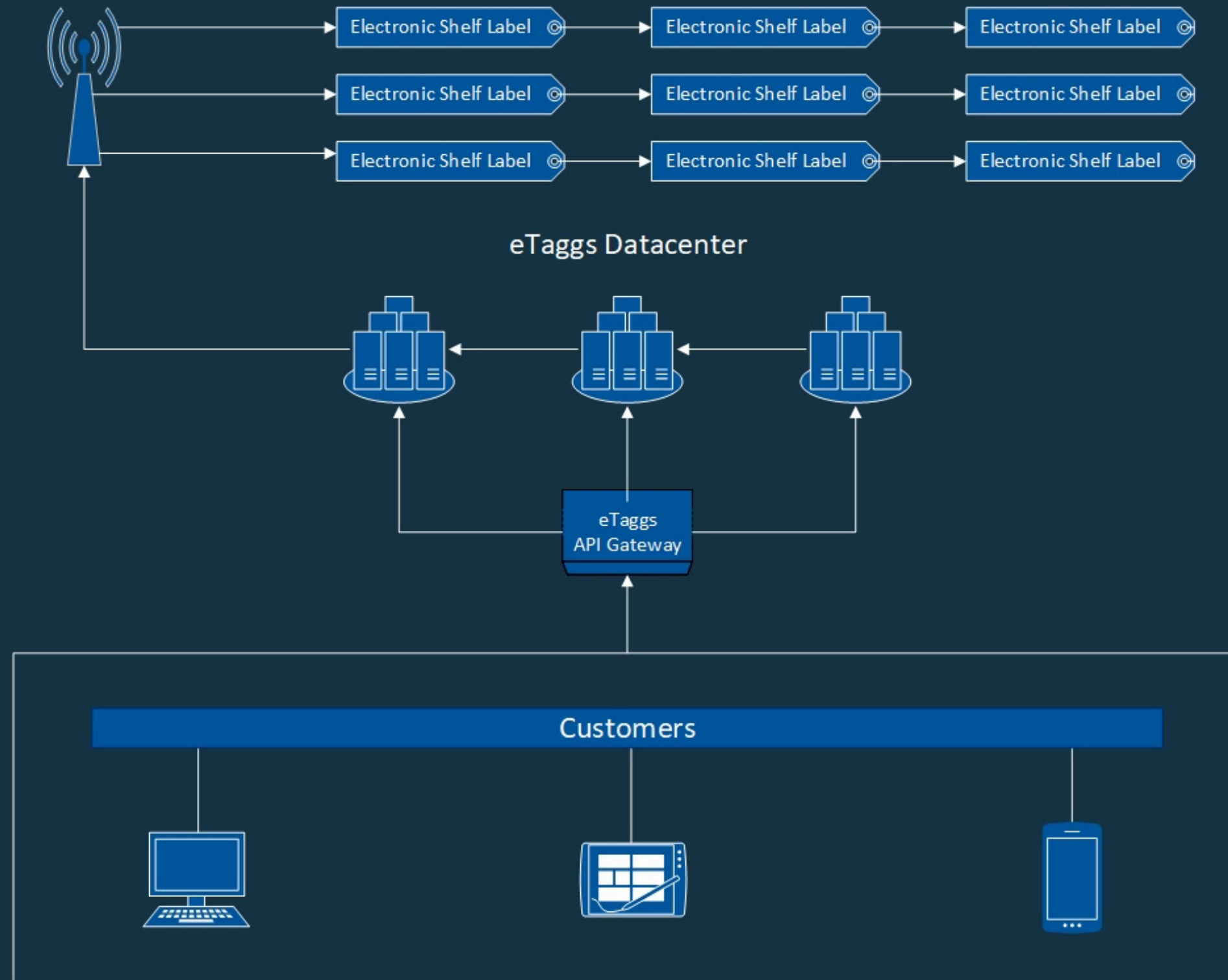
- Digital price tags update in real-time, allowing for dynamic and personalized pricing.

- Centralized management of all product information and pricing through cloud-based software.

- Automated monitoring of product availability, reducing out-of-stocks.

- Data analytics providing actionable insights on customer behavior and purchasing patterns.

WHY GO WITH ETAGGS

eTaggs has several key advantages that will help us succeed in the electronic shelf label market:

- **Flexibility & Customization** - Our software and hardware allows retailers to easily customize shelf labels to meet their specific needs. Labels can be quickly updated to reflect sales, promotions, pricing changes, and more.

- **Great Customer Service** - We pride ourselves on providing exceptional support to ensure our solution works seamlessly for retailers. Our team is available 24/7 to address any issues or questions that may arise.

- **Intuitive Platform** - Our user-friendly software does not require any coding or technical expertise. Staff can easily manage all shelf labels from one centralized dashboard.

- **Durability** - Our electronic shelf labels are built to last in the retail environment. The displays are waterproof, scratch-resistant and designed to remain fastened securely.

- **Energy Efficiency** - Our labels use e-ink technology that consumes minimal energy, providing cost savings for retailers.

ETAGGS FLOW DIAGRAM

REACH OUT TO US

Contact us for questions or information on how to get started with an in store demo display free of charge for the first month. No strings attached!

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