

# SMART SHELF TAGS

Smart Shelf Tags are innovative retail shelf tags that contain ELi QR Codes™, which shoppers can scan with their phones to discover additional information about a product on your shelf. Similar to a traditional QR code, ELi QR Codes are a more secure, enhanced version of the ever-present black-and-white square. ELi QR Codes integrate the back-end content to which shoppers are directed, rather than taking them to an external website.

**Smart Shelf Tags help educate shoppers and provide greater product transparency** for products that your shoppers want more information on before purchasing. Categories such as vitamins & supplements, natural & organic products, gourmet cheese, wine & spirits, and functional foods are ideal candidates for Smart Shelf Tags.

Our partner, Cornerstone for Natural™, has built over 120,000 ELi QR Codes. The codes available for our Smart Shelf Tag program contain rich and exciting product and brand content provided by the suppliers to drive sales. The information they contain may include:

- Brand stories & testimonials
- Nutrition & allergen information
- Product claims & certifications
- Digital coupons & offers

## Retailer Benefits:

- Quick & easy installation
- Increased sales from engaged shoppers
- Innovative technology at very low cost
- Shopper education
- Product transparency
- Boost in consumer purchase confidence
- Better trained associates
- No special app required



## RETAIL PRICING



## WHY CHOOSE UNFI?

- We are continuously improving our pricing services, with better functionality and enhancements for you.
- Our experts in UNFI Retail Pricing coordinate your pricing integrations and support you all along the way
- Other RTSSigns add-ons include the ability to add healthy attributes to tags, tag design services, and eco-friendly tags



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Shopper education with in-store marketing is crucial to the success of the Smart Shelf Tag program. Cornerstone for Natural has a wide variety of signage available to help your shoppers learn about the program and be directed toward ELI QR Codes on your shelves, including floor stickers, front door signs (iron mans), blade signs, aisle violators, and more.



## Who is eligible?

- Retailers currently using RTSSigns are eligible to add Smart Shelf Tags to their program
- UNFI Natural retailers not currently using RTSSigns may be able to implement Smart Shelf Tags through their POS System. (Integrations are currently available for ECRS Catapult, LOC SMS, and NCR ISS45.)

## What is the cost?

While the majority of the costs are paid by the suppliers, there is a small set-up fee and weekly per-store fee for retailers.

## Get Started

Reach out to UNFI Retail Pricing below to learn more about Smart Shelf Tags.

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### FAST FACTS

# 3X

Retailers have seen a 3 times increase in sales for products merchandised with ELI codes

### CASE STUDY

A SPINS report analyzed the performance of products with Smart Shelf Tags versus those without the tags in the same categories at a large regional grocery chain over the course of 12 months.

The research discovered that products with ELI codes outperformed their counterparts three to one, demonstrating that more product information at the shelf leads to increased sales.

### **SIGN UP FOR MORE INFORMATION**

Subject to credit approval. Some services may not be available in international markets.

Contact Information: [PSSales@UNFI.com](mailto:PSSales@UNFI.com)

To discover our comprehensive portfolio of services, visit [Services.UNFI.com](https://Services.UNFI.com) or [view our brochure](#).

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