ELEKTRA

Data collection and market research

– Detection of goods quantities/goods movements
– Monitoring of sales according to specific actions
– Permanent inventory
– Control of prices at PoS within seconds: central, regional and supraregional
– Focused marketing campaigns/special local promotions centrally/decentrally
– Control of shelf placements

Safety standard TLS

Software, electronics, cloud and security architecture by PointBlank of Steen Harbach AG:

– Electronics (sensors, actuators, microelectronics)
– Software (Control logic, TLS encryption, cloud architecture, evaluation and presentation)

Service and staff optimization

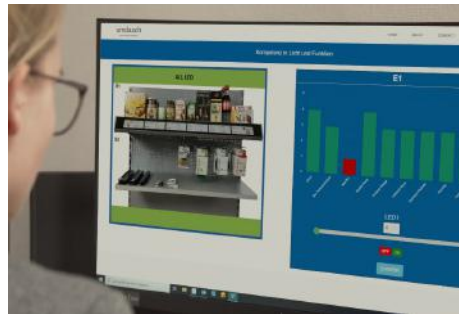Improvement of service and product availability by:

– Registration of free capacities
– Targeted shelf replenishment/inventory determination
– Prevention of theft/article surveillance systems
– Increased sales, less goods shrinkage
– Efficient staff deployment

Energy efficiency, sustainability, logistics

– Control of warehousing and delivery logistics
– No need to change batteries
– Sustainable and resource-friendly
– Extremely low energy costs
– Energy consumption of the displays only during editing

Horizontal and vertical product lighting with adjustable LED technology

Central control and availability, multimedia (PC, tablet, smartphone)

JUNIC current conductor profiles suitable for all standard shelves

Flexible plug positions for lighting and electrification

JUNIC DIGITAL SYSTEM

The revolution at the PoS.

www.elektra.de/en

The revolutionary development at the point of sale: The digitalised goods shelf. For subsidiaries, discounters, supermarkets, DIY stores, drugstores and retail stores. Measurable advantages for all involved divisions like logistics centre, regional and store managers up to the shop staff.
JUNIC – the intelligent shelving system offers completely new possibilities for light and data transmission.

In cooperation with the technology partner Pointblank of Steen Harbach AG ELEKTRA is developing an intelligent shelving system that enables digitally recorded inventories and management of goods in real time. Data security is at top priority, with an experienced and competent partner.

POINTBLANK®

The resource-saving system completely dispenses the use of batteries. The system stands out for its best energy efficiency. No doubt that sustainability and efficiency are the most impressive and valuable features of the JUNIC digital shelf.

Stay informed about the technical features and possibilities for your shelving!

■ Modular design

Based on the JUNIC current conductor profile, complement components such as lighting, scanner bars, sensor rails, data bus and display lines complete the system. They can be assembled individually, in free combination and as a complete system. Do you want to retrofit tubular steel shelving? Due to Plug & Play it is very easy to realise with JUNIC system that can be adapted to any standard shelving.

■ Data collection and evaluation

You can analyse almost anything – whether stocks, reactions to advertising or the placement on the shelf. Implement customer-oriented marketing campaigns quickly and easily and optimise your sales. Improve refill times, analyse customers buying habits and order goods proactively.

■ Control – centrally or locally

With JUNIC system by ELEKTRA, you not only control the lighting at the point of sale.
Draw attention to your products with a flexible control of displays. Another benefit of JUNIC system is an increased improvement of your service. Create more time to for your staff to concentrate fully on customers and their needs.