

Strategix Enterprise Technology GmbH Signs Partnership

Agreement with **HemiLab**

Düsseldorf, August 18, 2014 – Strategix and HemiLab announced today that they have signed a reseller agreement, covering German speaking countries, Central Eastern Europe and Russia. HemiLab is a company that specializes in the area of innovative POS systems improving store efficiency and offers a wide range of solutions improving pricing accuracy and throughput.

So far, price optimization has always been severely limited by the execution capacity on store level. Through the innovative combination of a patented hardware solution for paper labels and electronic shelf edge labels as well as an advanced SKU management system, HemiLab has created a solution that revolutionizes both the enforcement of planogram compliance and routine price changes.

The HemiLab system, Smart Tags is also able to adopt planogram changes automatically and to provide the correct labels for this. Thus, the status of labels at the store level can be both, locally and centrally, controlled and monitored. Mobile printer solutions complete the system.

“Live tests prove that the implementation of Smart Tags allows retailers to speed up price labels update up to six times! The costs and operational challenges that are related to price changes are under control and transform into increase of stock rotation or margin improvement”, explains **Michal Pajaczek, CEO of HemiLab**.

Jan Hanussek, Managing Partner of Strategix supports “Smart Tags is the final puzzle piece to manage execution and monitoring of the whole range of critical in-store processes. The insufficient level of execution of Category Management tactics due to low planogram compliance and inaccurate price labelling is now a problem of the past.”

For more information check out www.youtube.com/watch?v=9CCOujfTZ4Y