



Champions: Trevor Morrison, Michael Zervakis, Brendon Goddard and Steve Shipp at the opening ceremony surrounded by walking sign boards.

Newest Champions Store

Melbourne CBD's only full sized Supa IGA supermarket was opened last month in an historic retail redevelopment in the former home of James McEwans Ltd, the hardware merchants.

The unique store covers 2,000 sq. m of the first floor Bourke Street address. It includes all traditional departments including meat, deli, produce, liquor and in particular a feature bakery department.

The polished antique timber and concrete floors, a legacy from the McEwan days, shine as does the vaulted skylight showing the apartments above the complex. The store also showcases the latest Ilid shelf labels. www.championsiga.com.au

Greener Retailing

Each year an average grocery retailer uses in excess of 50,000 paper labels. ILID's electronic shelf label system eliminates the need for paper based price ticketing by making changes directly to the shelf edge via existing store lighting and POS infrastructure.

ILID's electronic shelf label (ESL) Visible Light Technology (VLT™) system also significantly reduces environmental impact by reduced lighting energy consumption and actually extends the life of fluorescent tubes, providing additional savings across a store.

ILID is the only ESL system in the world that uses an existing lighting system as its transmission source. Its Visible Light Technology (VLT™) is an Australian innovation that is patented globally, making ILID the simplest and most cost effective electronic shelf labelling solution available.

Committed to offering real energy reductions to retailers, ILID dedicates in excess of five percent of revenue annually to research and development, offering significant decreases to a retailer's carbon footprint.



Want accurate shelf edge pricing always? Want to eliminate shelf edge ticketing?

Introducing **ILID's Electronic Shelf Label** (ESL) Technology (VLT™)

- Allows innovative and dynamic marketing strategy direct to shelf edge
- Change price on scanning system and shelf at one time
- Match your competition's pricing at the speed of light
- Simple installation using existing infrastructure
- Proudly developed and supported in Australia by ILID
- Price on shelf matches price at checkout. Every time.
- Delivers marketing strategy direct to shelf edge

Contact us for a store visit and demonstration:
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