

Seamless Electronic Shelf Edge Label (eSEL) Rollouts

Your end-to-end partner for
digital shelf transformation

The Future of Retail Display is Digital

Retailers are transforming how they communicate price, promotion, and product information. Electronic Shelf Edge Labels (eSELs) bring agility, accuracy, and sustainability.

RAS Deliver the complete rollout, from survey to install and ongoing support

Real-time pricing
& promotions



Enhanced customer
experience



Labour &
cost efficiency



Sustainability
gains



Why RAS Store Support?

- UK-wide network of trained, engineers & installers
- Expert Technical Leads for scoping & deployment
- Proven success in major retailer projects
- End-to-end service delivered to your standards



Ready to transform your shelves?

CALL 0800 282 382

Our Complete eSEL Service Offering

End-to-end support, from planning to maintenance

Site Preparation

- Store audits and surveys
- Connectivity checks
- Logistics & asset coordination

Installation & Rollout

- Nationwide team of certified eSEL installers
- Flexible scheduling for multi-site rollouts
- On-site technical leads to ensure quality and consistency

Ongoing Maintenance

- Break-fix SLAs: 4-hour, 8-hour, Next-Day
- Preventative and planned maintenance
- Bi-annual service checks

Partner with the team that brings together scalable labour and technical excellence; delivering your eSEL rollout seamlessly, under your brand...

Our Service Commitment

- 100% focus on service delivery; no hardware sales
- 96% SLA achievement / 90% first-time fix
- 100,000+ site visits annually
- Centralised helpdesk and technical escalation
- Real-time reporting and tracking

Case Study: Scotmid Co-op Store Transformation

See how Scotmid Co-op's collaboration with RAS Store Support revolutionised store performance; saving time, improving accuracy, and delivering a smarter, more efficient shopping experience across its entire retail network.



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