



Use Case

aclevion.

Automated customization: price posters that inspire

The company operates a total of 18 stores and uses template-based price posters in each store to promote furniture and home accessories. Due to regular price changes, the addition of new products and the implementation of promotions, these posters must be continuously created or updated. Particularly in order to meet the needs of the different language regions in Switzerland, the posters have to be created accordingly in German, Italian, or French.

Today, the price posters are created using the priint:suite, which was introduced as part of a two-stage automation project. In the first stage, the system-based generation of all posters was implemented. In order to meet the different requirements, various templates were created in the priint:suite. The really innovative part of the project is in the second stage: automation. Every night, the ERP system sends a list of price posters to be exchanged to priint:suite. Through this process, all relevant price posters are automatically created.

The new process offers many advantages: Due to the automation, up to 200 employees are relieved. Thanks to the elimination of manual work and manual entries, the price posters always display the correct information and prices. It is ensured that the posters are created in the target language in which they are needed. And sales staff are freed from tedious tasks and can work system-based.

 Pfister

Requirements

Previously, sales staff laboriously created price posters in Word templates by researching the correct prices in the web store or sales platform and manually calculating the percentage savings. This resulted not only in incorrect promotional materials, but also in angry customers. The resulting error-prone and time-consuming process took valuable time for actual sales from sales staff.

Today, the priint:suite minimizes sources of error and enables a more efficient sales process. The project was implemented by Stämpfli Kommunikation and has been supported and further developed by aclevion since 2023.

Price posters: creatively designed and automated at the push of a button

The stores sometimes offer different products or product combinations. For example, a sofa with additional cushions and motorized armrests is presented in one store, while the same sofa is offered in a basic version in another store.

Automation takes differences in product ranges in the stores into account and only generates price posters for products that are on display in the corresponding store.



1. Individual poster creation

Various templates can be used to create a wide range of content that can be combined in different ways, such as item numbers, prices, percentage reductions, texts, images or logos. After logging into the priint:suite, employees can use the article number and the selected template to individually configure, generate, print, and display the desired poster on the sales floor.

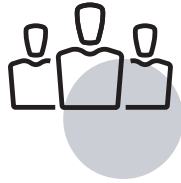
« The priint:suite is regularly used in sales by over 100 employees. With it, we master the balancing act between automation and individual needs for price signage from the stores. »

Christoph Büttiker, Möbel Pfister AG
PIM expert



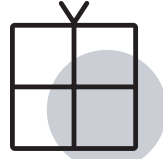
100%

correct prices



200

employees relieved



100k

articles in assortment



18

18 branches

Name	ID	Type
Preisplakate Affoltern	3810315	Publication
Preisplakate Avry	3804812	Publication
Preisplakate Bern	3810161	Publication
Preisplakate Contone	3805066	Publication
Preisplakate Dübendorf	3799902	Publication
Preisplakate Emmen	3810335	Publication
Preisplakate Etoy	3799723	Publication
Preisplakate Genf-Meyrin	3810355	Publication
Preisplakate Lyssach-Alchenfluh	3810375	Publication
Preisplakate Marin	3810395	Publication
Preisplakate Mels	3853255	Publication
Preisplakate Pratteln	3819817	Publication
Preisplakate Spreitenbach	3810415	Publication
Preisplakate St.Gallen	3810435	Publication
Preisplakate Suhr	3810455	Publication
Preisplakate Villeneuve	3810475	Publication
Preisplakate Zürich Letzigrund	3821528	Publication
Preisplakate Zürich Walcheplatz	3810495	Publication

2. Automation of price changes

Based on the information from the ERP system, price posters are generated and stored in store-specific target folders. In the morning, employees open the folder with the PDFs, print them out, and exchange the posters. For easier organization, the posters are divided not only by store, but also by merchandise group or area.

3. Automatic promotion posters

For larger promotions, updated price posters for several hundred items are created overnight. Correct pricing is of crucial importance, especially for limited-time promotions. Thanks to automated creation, the correct prices are issued depending on the promotion period. In addition, automation ensures a uniform appearance of the posters, as manual corrections have become superfluous.

Name	Änderungsdatum	Typ	Größe
F10_Preissendungen_Boutique_Haushalt_01.08.2023.pdf	01.08.2023 09:57	Adobe Acrobat-Dokument	7280 KB
F10_Preissendungen_Vorhang_01.08.2023.pdf	01.08.2023 09:13	Adobe Acrobat-Dokument	2507 KB
F10_Preissendungen_Textil_01.08.2023.pdf	01.08.2023 09:06	Adobe Acrobat-Dokument	2866 KB
F10_Preissendungen_Teppiche_31.07.2023.pdf	31.07.2023 09:55	Adobe Acrobat-Dokument	2427 KB
F10_Preissendungen_Buero_KLM_21.07.2023.pdf	21.07.2023 03:00	Adobe Acrobat-Dokument	591 KB
F10_Preissendungen_Wohnen_Essen_18.07.2023.pdf	18.07.2023 15:18	Adobe Acrobat-Dokument	408 KB
F10_Preissendungen_Boutique_Haushalt_01.07.2023.pdf	17.07.2023 17:31	Adobe Acrobat-Dokument	3713 KB
F10_Preissendungen_Teppiche_17.07.2023.pdf	17.07.2023 17:28	Adobe Acrobat-Dokument	1223 KB
F10_Preissendungen_Wohnen_Essen_19.06.2023.pdf	17.07.2023 17:27	Adobe Acrobat-Dokument	690 KB
F10_Preissendungen_Textil_13.07.2023.pdf	17.07.2023 17:26	Adobe Acrobat-Dokument	751 KB
F10_Preissendungen_Vorhang_01.07.2023.pdf	17.07.2023 17:26	Adobe Acrobat-Dokument	582 KB
F10_Preissendungen_Wohnen_01.07.2023.pdf	17.07.2023 17:26	Adobe Acrobat-Dokument	582 KB
F10_Preissendungen_Wohnen_Essen_11.07.2023.pdf	17.07.2023 17:26	Adobe Acrobat-Dokument	450 KB
F10_Preissendungen_Boutique_Haushalt_15.06.2023.pdf	15.06.2023 03:02	Adobe Acrobat-Dokument	1584 KB
F10_Preissendungen_Boutique_Haushalt_12.06.2023.pdf	12.06.2023 02:09	Adobe Acrobat-Dokument	4240 KB
F10_Preissendungen_Boutique_Haushalt_08.06.2023.pdf	08.06.2023 17:53	Adobe Acrobat-Dokument	2369 KB
F10_Preissendungen_Boutique_Haushalt_06.06.2023.pdf	06.06.2023 03:00	Adobe Acrobat-Dokument	489 KB
F10_Preissendungen_Boutique_Haushalt_01.06.2023.pdf	01.06.2023 03:10	Adobe Acrobat-Dokument	6103 KB
F10_Preissendungen_Textil_01.06.2023.pdf	01.06.2023 03:04	Adobe Acrobat-Dokument	1076 KB
F10_Preissendungen_Textil_01.06.2023.pdf	01.06.2023 03:03	Adobe Acrobat-Dokument	1368 KB

About Möbel Pfister

With numerous branches, Möbel Pfister AG has established itself as the leading furniture store throughout Switzerland. With a total of 18 branches, Möbel Pfister is thus present in all parts of the country to offer customers an incomparable experience full of passion and living pleasure.

The company places great emphasis on uncompromising quality, offering sound advice and guaranteeing first-class service. As one of the largest online suppliers in the Swiss furnishing market, Möbel Pfister presents over 85,000 products online. Since the beginning of 2020, the company has been a member of the XXXLutz Group, one of the world's leading furniture retailers.

About alevion

For 15 years we have been providing our customers with digital solutions for the best customer and product experience. We create content hubs, content platforms and PIM systems. We focus on leading applications, the latest technology and the best fit for you. In doing so, we listen to you until we really understand your business with all its specialties and needs. This is how we develop customized solutions that are not only tailor-made but also sustainable. For Migros, Geberit, Die Mobiliar, V-Zug and for you.

Learn more at [alevion.com](https://www.alevion.com)

