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## Store Electronic Systems, a European electronic labelling company, now covered by Edison Investment Research

Edison's comprehensive report on Store Electronic Systems (SES), *Internationalisation and innovation driving growth*, analyses how SES is starting to use of its experience in one of the largest electronic shelf labels (ESL) markets (France) to expand globally. The opportunity is huge, with the market potentially increasing from €200m currently to €1bn in five years. Competition and investment in internationalisation are likely to pressure margins in the short term, but innovative products such as the new NFC labels are proving successful and could help SES maintain its leading market position and improve margins in the longer term.

Global ESL adoption has so far been relatively limited due to several factors, but management reports that the number of pilots and projects has increased, and countries such as the US, Australia and Brazil provide significant growth opportunities for a number of years provided SES can penetrate those markets successfully.

For the full report see:

<http://www.edisoninvestmentresearch.com/research/company/store-electronic-systems>

All reports published by Edison are available to download free of charge from its website [www.edisoninvestmentresearch.com](http://www.edisoninvestmentresearch.com).

**Key links/tags:** Store Electronics Systems, electronic shelf labels, ESLs, automated price changes, retail labelling, technology labels.

**Overview of company:** Store Electronic Systems (SES) is the leading provider of electronic shelf labels (ESLs) for the retail industry. Its labels enable automated price changes, thereby reducing labelling costs and pricing errors. 49% of Q1-Q3 revenues were from France, but international sales are growing strongly.

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