

## **Groupe BMR signs a frame agreement with JRTech Solutions for Pricer digital price tags**

**Groupe BMR, a leading Canadian home improvement chain with 300 stores, is rolling out Pricer's digital shelf edge system in an additional 20 stores. Installations are planned for 2018 with a total order value of CAD 2.2 million (equivalent to approximately SEK 15 million). Further waves of 20 store deployments are expected to follow in 2019 and 2020.**

In collaboration with JRTech Solutions Inc., Canada's leading reseller of electronic label technology Pricer, Groupe BMR has installed Pricer electronic label technology in more than 40 of its stores since 2010.

"Electronic tags are essential to our digital strategy," explains Pierre Nolet, vice-president of development at Groupe BMR. "We are convinced that these investments will help our merchants in their day-to-day operations, particularly by optimizing the workflow of our experts on the floor and enabling them to better serve customers while minimizing the risk of errors. "

"BMR's experience in digital price label technology is extensive," says Diego Mazzone, President and CEO of JRTech Solutions, "from the initial evaluation of the technology to the implementation of advanced solutions such as SmartFLASH to improve stocking and merchandising."

Groupe BMR is today the largest user of electronic label technology in the North American home improvement market.

"By winning this project, JRTech Solutions demonstrates that the Pricer electronic tag system is the solution of choice for hardware retailers," said Diego Mazzone.

"The construction and renovation market is changing rapidly," says Charles Jackson, President of Pricer North America. "This important decision supports the core direction and investments we have made over the years in our solution."

### **About Groupe BMR Inc.**

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Groupe BMR Inc. is a subsidiary of La Coop fédérée, which regroups 300 home renovation centers and hardware stores in Quebec, Ontario, and the Maritime Provinces. Groupe BMR Inc. and its members make an estimated CAD 1.2 billion in retail sales annually and employ nearly 8,000 persons in bannered stores. Named Company of the Year at the 2017 Les Mercuriades awards, Groupe BMR Inc. is the leader in Quebec's renovation industry, operating under the banners BMR, Unimat, Potvin & Bouchard, Agrizone, and La Shop. [www.bmr.co](http://www.bmr.co)

**About JRTech Solutions Inc.**

JRTech Solutions Inc. is a privately held corporation, headquartered in Montreal, Quebec. JRTech Solutions Inc. is the largest distributor of Pricer Electronic Shelf Labels (ESL) in Canada, involved in over 400 store installations with Pricer ESL technology since 2009. [www.jrtechsolutions.ca](http://www.jrtechsolutions.ca)

**About Pricer**

Pricer, founded in 1991 in Uppsala, Sweden, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer AB (publ) is quoted on the Small Cap list of Nasdaq Stockholm. For further information, please visit [www.pricer.com](http://www.pricer.com)

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