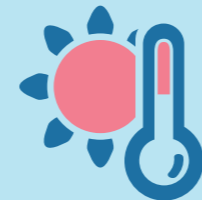


How can retailers tailor offers to match the weather?

Bison Schweiz AG

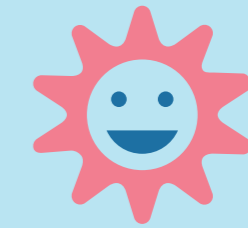
equips stores with **electronic shelf labelling (ESL)** systems



Displays **ultra-precise forecasts data** from **The Weather Company®** on product labels

3x

3x faster ROI on ESL technology



Keeps consumers happy by helping them make **smarter purchases**

20%

20% percent of in-store products could benefit from **becoming weather-aware**



Increases average basket size with **relevant offers and optimized pricing**



Encourages consumers to buy now, **reducing the risk of missed sales**

