FlexTag
Digital Pricing

G-Flex
ESL for
perforated wall
double hooks

0,00 €
7608111008189

ESL - Electronic Shelf Label

Geck® FlexTag
More overview. More flexibility.

With FlexTag, Geck presents an innovative and space-saving ESL programme. As a special highlight, the G-Flex was developed especially for product presentations with Euro perforation. No more extra brackets - our electronic price tag is reduced to the essentials and perfectly matched to perforated wall double hooks. It saves valuable space and creates order on the shelf. Experience the future of retail with the FlexTag series.

Benefits for you

- Save costs: Put an end to paper labels and printing costs
- Fast updating: adjust prices in real time
- More time for your customers: No more manual label change
- Save space: Compact ESL without additional brackets allows more products per perforated wall
- Layout: Keep your current product facings
- Easy handling: single-handed product removal and filling
- Transparency: prices and information are guaranteed to be up-to-date
- More than prices: Space for product descriptions and marketing
- Use Data: Learn more about the buying behaviour of your customers
- Flexible & customisable: adapt FlexTag to your shop layout
- Intercompatible: Can also be integrated into existing systems

Geck
double hook

FlexTag
G-Flex

Geck FlexTag
G-Flex
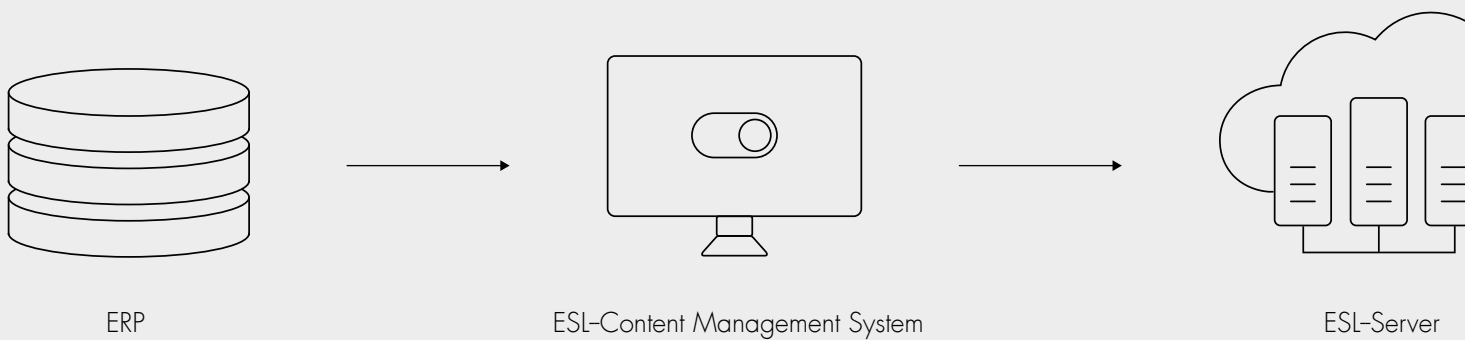
Sturdy
plastic casing ——————

Geck®

E-Ink-Display black,
white, red

Geck G-Flex - An innovative, space-saving design that revolutionises your pricing. Developed in cooperation with Instore Solutions. Compared to conventional ESL tags, our solution allows maximum product placement and optimises available shelf space by up to 20%. Our compact 1.3″ FlexTag impresses with a 144x200 pixel e-paper display in white, black and red - hardly distinguishable from paper. The simple installation and uncomplicated replacement of conventional price labels are an integral part of our solution. With replaceable batteries that achieve a runtime of up to 5 years depending on the application, we guarantee efficiency. Dive into the future of merchandise presentation - and optimise your customers' shopping experience.

FlexTag –
General functions

This is how it works

ERP   ESL–Content Management System   ESL–Server

Basic structure

- The ESL content management system receives all relevant data from the retailer's product/price database (ERP) via an interface.
- The ESL layouts (designs) are created and maintained with the help of the ESL content management system.
- The ESL content management system can be used in parallel with existing systems from other manufacturers.
- Installation of the required ESL routers in the store
- The routers send the product and price information wireless from the ESL Content management system (CMS) to the FlexTags.
- Each change is confirmed and acknowledged by the FlexTag to the router.

ESL-Router

Geck®

G-Flex

Administration of FlexTags

The FlexTags are linked to the item using a barcode scanner or NFC (mobile device). First the EAN code of the product and then the barcode of the tag is scanned or transmitted via NFC. Through this „marrying", the CMS server can now assign the correct product data to the FlexTag. These are transmitted and the tag displays the desired information. Price changes can be updated automatically, e.g. overnight (or several times a day), without the need for further intervention. If an item is delisted, the tag can be unlinked again by scanning (also NFC) and is available for a new item.
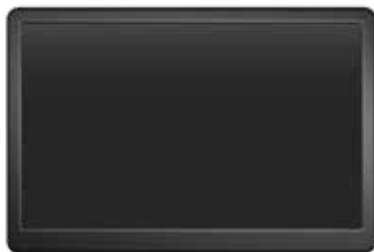
FlexTag

G-Flex

Outer dimensions 70 x 28 x 5.8mm,
display 27 x 19,5mm, synthetic material,
colours, battery operated

G-Fix 7.5

Outer dimensions 178 x 119 x 10mm, display 163 x 98mm, synthetic material, colours, battery operated

G-Fix 4.2

Outer dimensions 97 x 83 x 7mm, display 85 x 64 mm, synthetic material, colours, battery operated

G-Fashion

Outer dimensions 81 x 37 x 5mm, display 27 x 27mm, synthetic material, colours, battery operated

G-Fix 2.7

Outer dimensions 78 x 45 x 7mm, display 60 x 31mm, synthetic material, colours, battery operated

G-Fix 1.5

Outer dimensions 45 x 37 x 7mm, display 27 x 27mm, synthetic material, colours, battery operated

G-Fix 2.7s

Outer dimensions 78 x 45 x 7mm, display 60 x 31mm, synthetic material, colours, solar powered

G-Fix 1.5s

Outer dimensions 45 x 37 x 7mm, display 27 x 27mm, synthetic material, colours, solar powered

Do you have questions aboutour FlexTags? Feel free to ask us!

We support you in your digital pricing project.

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digital@geck.de

Project planning

FlexTag systems can be easily integrated into any shop concept. The wide product range allows for easy scaling to any shop size.

1

First-time client presentation
with individual USPs

2

Inspection and dimensional
survey of the shop

3

Elaboration of an
implementation concept

4

FlexTag-Installation*

5

Handover

*4.1 Interface to the merchandise management system
4.2 Content production (Layout)
4.3 Installation

G Guarantee

More transparency and fairness

From Geck you can expect a reliable and secure system for pricing your products. We also stand for transparency and fairness in our pricing policy. No hidden costs or expensive surprises. All services, fees and licences are transparent and calculable.
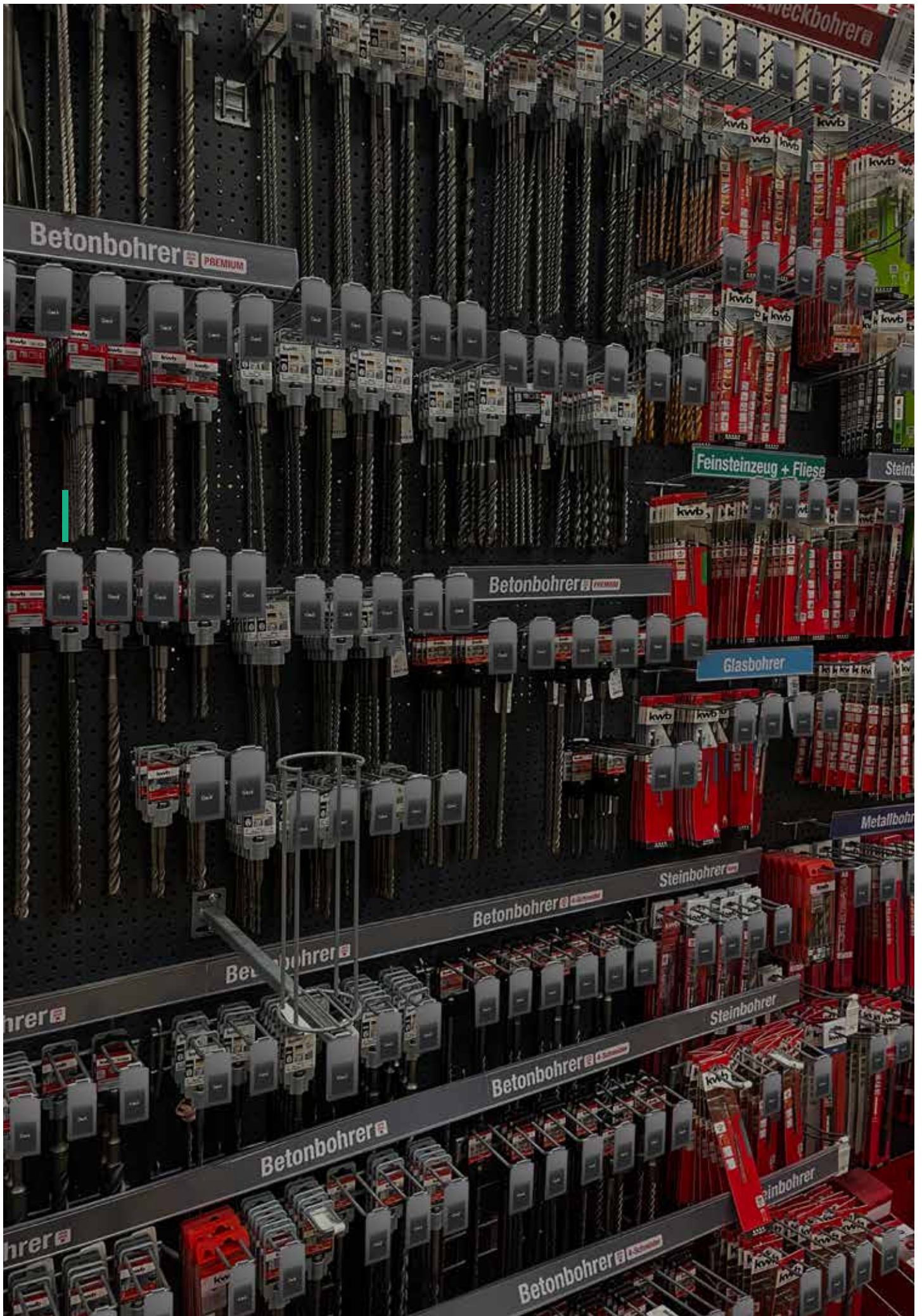
More maintenance

For us, the reliability of your system comes first. G Guarantee is designed to continuously adapt your software to the latest standards. We take care of hosting and provide you with the necessary updates on a regular basis. This keeps your system stable and allows you to concentrate on your core business.

More support

If your system does not work to your satisfaction, you will receive fast support. We answer questions about your product with our hotline around the clock - 24/7. With our remote service, we analyse your system and can correct errors via remote maintenance. Optionally, we can of course support you immediately with our on-site service.

More flexibility and options

You want individual agreements for maintenance or support. Or you need an extended warranty period, additional securities or other options. We offer you an individual solution and will be happy to work with you to create a service package tailored to your company.

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