

# five to *inspire*

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Retail Insights & Inspiration  
03.24



Marmon  
Retail Solutions  
A Berkshire Hathaway Company



# 03.24 insights

one



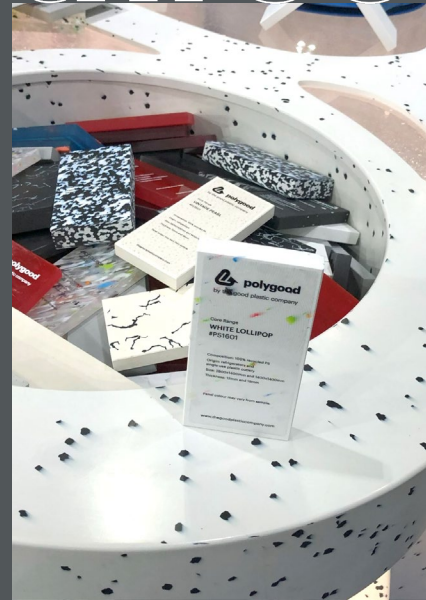
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# one

## Artificial Intelligence - the future of retail? **It seems AI is here to stay**

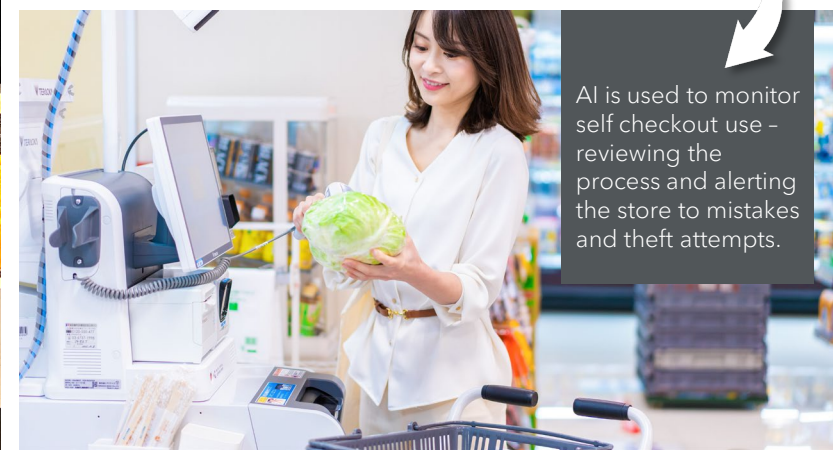
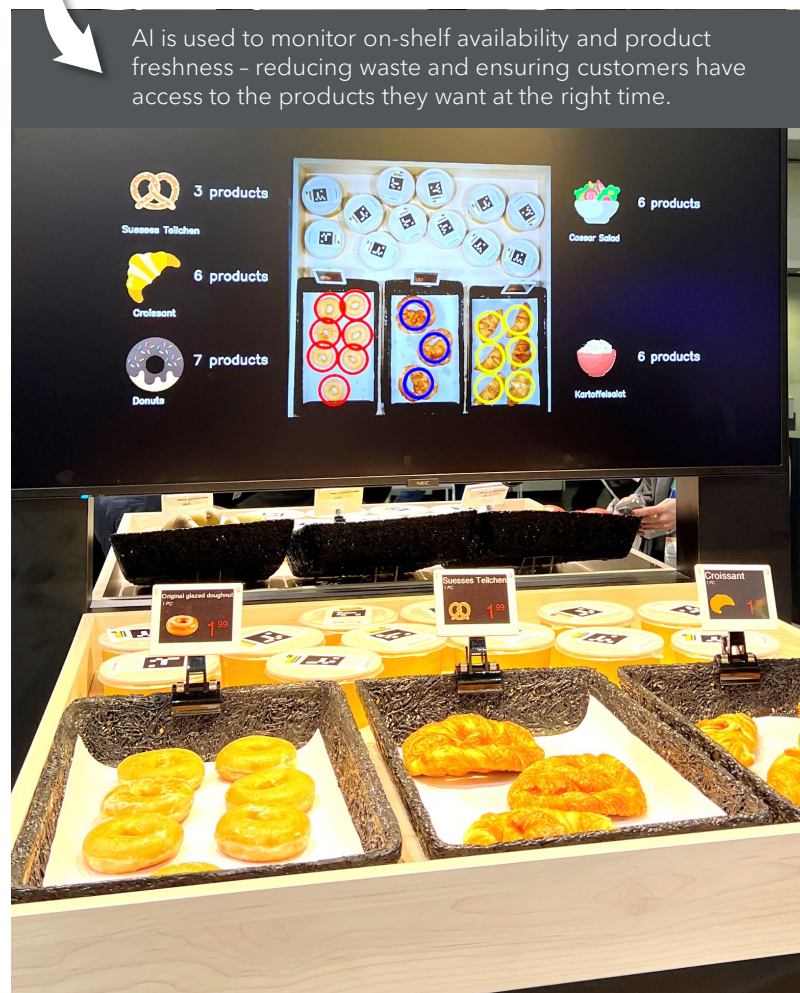
We are experiencing the influence of AI in our daily lives and retail is not missing out.

Development in AI monitoring and analysis is providing retailers, brands and shoppers with exciting benefits. The shopper behaviour and journey can be anonymously monitored, with personal information including gender, assumed age (via height) and assumed decision making (via navigation tracking).

All of this data can be used to improve store layout design, navigational wayfinding and heatmaps.

A recent visit to EuroCIS 2024, led to discovery into how AI can be used to monitor product freshness and shelf condition. Cameras built into a display are constantly inspecting the product for signs of deterioration or damage and reporting to store colleagues.

Other areas of AI use include self checkout monitoring, with dedicated cameras reviewing the transactional process and identifying shopper mistakes or theft attempts.





# two

## Technology – in glorious colour! Full colour ESL displays

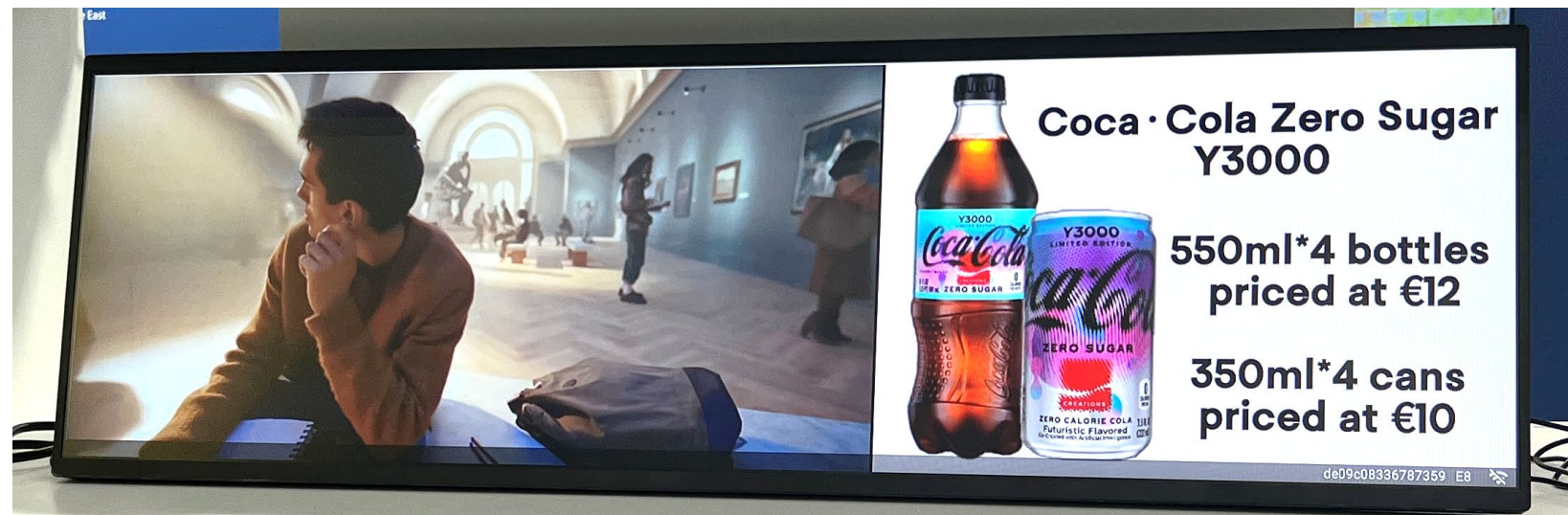
ESL (Electronic Shelf Labelling) isn't new, and we've seen monochrome versions of this technology for many years now. However, recent innovation has resulted in some quite convincing full colour image generation.

During a recent visit to EuroCIS 2024 in Düsseldorf, ESL stood out as a key trend at the show, and in particular, the progression to polychrome was certainly turning heads.

The polychrome versions deliver on all the benefits of the monochrome ones in terms of being remotely updateable and performing with small amount of energy, some of which can achieve two image changes per day over a five-year period, on a single battery. Pretty impressive when compared to illuminated digital screens, which are not as considerate to the Co2 output for the planet.

Further advancement includes larger formats (we saw an A2 version at EuroCIS) and hybrid versions which involve ESL technology overlaid on standard digital screens, allowing for elements of the graphic to be remotely updated with the single ESL devices around the store.

All in all, this technology is now becoming a key challenger to printed communication in the retail store.





# three

## Trends – Books & coffee – a perfect blend **Can café culture conquer Amazon?**

We've considered for a while that creating experience within 'bricks & mortar' retail is the key to the shopper choosing this over (often cheaper and quicker) online purchases, and it was good to see this in practice when we visited one of the newest branches of Martinus in Brno, Czech Republic.

Expanding their success from Slovakia, Martinus have achieved in bringing a spacious yet homely retail space to Brno, that not only functions as a book seller but also as somewhere to relax whilst considering the books on offer...and as a place to have a coffee/lunch, to meet a friend, or sit with a laptop and catch up on work.

The materials used are warm and friendly, with organic timber furniture and shapes contributing to an inclusive and welcoming environment. Opportunities to sit and linger are placed around the store – seating is cleverly woven into the store's fixtures – why would you want to rush the experience when it is this inviting?!

Ultimately this fusion of experience helps to drive sales and enhances the customer experience beyond merely clicking an order online. The shopper feels understood and catered for, and above all valued – so maybe the humble coffee can help to conquer the likes of Amazon!





# four

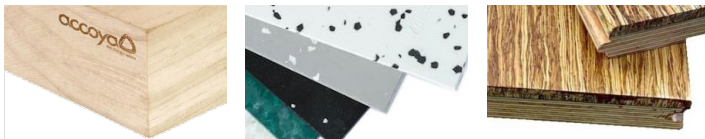
## Sustainability – Eco-friendly fabrication The rise of “green” materials

Selecting eco-friendly materials for your project manufacture will reduce your brand's ecological footprint and promote overall energy efficiency. Keen to gather relevant insights we visited the latest Futurebuild exhibition at ExCel, London to discover the latest innovations.

We found a wealth of interesting materials, including:

- **Eco-board** (recycled wood fibers),
- **Accoya** (highly sustainable soft wood),
- **Hempwood** (Organic wood alternative)
- and **Polygood** (recycled plastic panels)

...all providing tangible, cost effective alternatives for manufacture.



Coordination and collaboration are essential to ensuring sustainability across the entire supply chain, so please get in touch if more detailed insights are of interest project-wise.

Beyond 2024, green technologies in manufacturing are more than just a trend; they are the foundation of a more sustainable future.





# five

## Hot topics - leisure in the fast lane **Fun in the F1 hot seat**

Relatively fresh from the opening in November 2023 the F1 Arcade in Birmingham is a 'must-do' for any Formula 1 racing fan and the racing-curious alike.

Housing 53 race simulators, various racing modes depending on group size and 5 skill levels there is something for every skillset to feel comfortable tackling. Accompanied by vibrant lighting and graphics, thumping ambient music and a well-catered bar and kitchen F1 Arcade does exactly as it promises - to be 'the epitome of experiential hospitality'. It is a successful fully immersive experience with added cocktails!

Inclusivity is key - 'this is social gaming' - all levels gaining a positive experience...there is also a F1 Arcade Hub, where your racing profile is stored making you truly a part of the Team and where you can earn and monitor your Arcadian currency - accrued by racing. You can spend your Arcadians on drinks, in-venue games, merchandise...so if you were wondering where 'retail' featured here, it's cleverly woven into the fabric of the overall concept - creating a feel-good factor from an exciting and risk-free experience, generating positivity and ultimately extended spend...

...Race. Drink. Eat. Repeat.







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Feeling inspired?  
Please get in touch...

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