

Electronic Shelf Label Designs

For Superdrug

teamitgTM

Brief

To design ESLs which adhere to the technical guidelines for the current ESLs used in the Greenford Store.

Version 1

Version 1

Price labels

Colgate

Max White Optic Toothpaste

75ml

£2.49

£3.32
per
100ml

756092

Colgate

Max White Optic
Toothpaste 75ml

£2.49

£3.32 per 100ml

756092

Colgate

Max White Optic Toothpaste

75ml

only £2.49

£3.32
per
100ml

756092

Colgate

Max White Optic
Toothpaste 75ml

only
£2.49

£3.32 per 100ml

756092

Version 1

Price labels with offers

half price
was £4.99

Colgate
Max White Optic
75ml
£2.49
£3.32
per
100ml

756092 Ts&Cs apply

half price
was £4.99

Colgate
Max White Optic 75ml
£2.49
£3.32
per
100ml

Ts&Cs apply

756092

buy 1 get 1 free

Colgate
Max White Optic
75ml
£2.49
£3.32
per
100ml

756092 Ts&Cs apply

buy 1 get 1 free

Colgate
Max White Optic 75ml
£2.49
£3.32
per
100ml

Ts&Cs apply

756092

**save
£1**
was £3.49

Colgate
Max White Optic
75ml
£2.49
£3.32
per
100ml

756092 Ts&Cs apply

save £1
was £3.49

Colgate
Max White Optic 75ml
£2.49
£3.32
per
100ml

Ts&Cs apply

756092

Version 1

Members Price

Members Offer

Members Starbuys

members price

£1.49

£2 per 100ml

Colgate

Max White Optic 75ml

non-members price

£2.49

£3.32 per 100ml

756092

Ts&Cs apply

members price

£1.49

£2 per 100ml

Colgate

Max White Optic 75ml

non-members price

£2.49

£3.32 per 100ml

756092

members only

buy 1 get 1 free

Colgate

Max White Optic 75ml

£2.49

£3.32 per 100ml

756092

Ts&Cs apply

members only

buy 1 get 1 free

Colgate

Max White Optic 75ml

£2.49

£3.32 per 100ml

756092

Star Buys

members price

£1.49

£2 per 100ml

Colgate

Max White Optic 75ml

non-members price

£2.49

£3.32 per 100ml

756092

Ts&Cs apply

Star Buys

members price

£1.49

£2 per 100ml

Colgate

Max White Optic 75ml

non-members price

£2.49

£3.32 per 100ml

756092

Version 1

With stamp

MADE BY
Superdrug

buy 1 get 1
free

Superdrug

Me+ Ceramides
Moisturiser 50ml

£5.49
£3.32
per
100ml

756092

Ts&Cs apply

MADE BY
Superdrug

buy 1 get 1
free

Superdrug Me+

Ceramides Moisturiser 50ml

£5.49
£3.32
per
100ml

Ts&Cs apply

756092

Version 2

Version 2

Price labels

Colgate

Max White Optic Toothpaste

75ml

£2.49

£3.32
per
100ml

756092

Colgate

Max White Optic
Toothpaste 75ml

£2.49

£3.32 per 100ml

756092

Colgate

Max White Optic Toothpaste

75ml

only £2.49

£3.32
per
100ml

756092

Colgate

Max White Optic
Toothpaste 75ml

only
£2.49

£3.32 per 100ml

756092

Version 2

Price labels with offers

half price
was £4.99

Colgate
Max White Optic
75ml

£2.49
£3.32
per
100ml

756092 Ts&Cs apply

half price
was £4.99

Colgate
Max White
Optic
Toothpaste
75ml

£2.49
£3.32
per
100ml

Ts&Cs apply
756092

**buy 1 get 1
free**

Colgate
Max White Optic
75ml

£2.49
£3.32
per
100ml

756092 Ts&Cs apply

**buy 1 get 1
free**

Colgate
Max White
Optic
Toothpaste
75ml

£2.49
£3.32
per
100ml

Ts&Cs apply
756092

**save
£1**
was £3.49

Colgate
Max White Optic
75ml

£2.49
£3.32
per
100ml

756092 Ts&Cs apply

**save
£1**
was £3.49

Colgate
Max White
Optic
Toothpaste
75ml

£2.49
£3.32
per
100ml

Ts&Cs apply
756092

Version 2

Members Price

Members Offer

Members Starbuys

members price	Colgate Max White Optic 75ml
£1.49 £2 per 100ml	non-members price £2.49 £3.32 per 100ml
756092 Ts&Cs apply	II IIIII II IIIII II IIIII II

members price	£1.49 £2 per 100ml
Ts&Cs apply	Colgate Max White Optic 75ml
	non-members price £3.32 per 100ml £2.49
756092	II IIIII II IIIII II IIIII II

members only	Colgate Max White Optic 75ml
buy 1 get 1 free	£2.49 £3.32 per 100ml
756092 Ts&Cs apply	II IIIII II IIIII II IIIII II

members only	buy 1 get 1 free
Ts&Cs apply	Colgate Max White Optic 75ml
	£2.49 £3.32 per 100ml
756092	II IIIII II IIIII II IIIII II

Star Buys	Colgate Max White Optic 75ml
members price	non-members price
£1.49 £2 per 100ml	£2.49 £3.32 per 100ml
756092 Ts&Cs apply	II IIIII II IIIII II IIIII II

Star Buys	members price
Ts&Cs apply	£1.49 £2 per 100ml
	Colgate Max White Optic 75ml
	non-members price £3.32 per 100ml £2.49
756092	II IIIII II IIIII II IIIII II

Version 2

With stamp

MADE BY

Superdrug

buy 1 get 1
free

Superdrug

Me+ Ceramides
Moisturiser 50ml

£5.49

£3.32
per
100ml

756092

Ts&Cs apply

MADE BY

Superdrug

buy 1 get 1
free

Superdrug

Me+
Ceramides
Moisturiser
50ml

£5.49

£3.32
per
100ml

Ts&Cs apply

756092

New Concepts

The following examples are brand new ESL concepts for you to consider. These may not be achievable on the existing ESLs within the Greenford Store. However, they may be suitable on alternative devices which use different hardware.

Version 3

Version 3

Price Labels

With Offer

Members Price

Colgate

Max White Optic Toothpaste

75ml

£2.49

£3.32 per 100ml

756092

Colgate

Max White Optic Toothpaste

75ml

£2.49

£3.32 per 100ml

756092

BUY 1
GET 1
FREE

Colgate

Max White Optic Toothpaste 75ml

£2.49

£3.32 per 100ml

756092

Ts&Cs apply

Colgate

Max White Optic Toothpaste 75ml

HALF PRICE

£1.24

£3.32 per 100ml

756092

Ts&Cs apply

MEMBERS
SAVE
MORE

Colgate

Max White Optic Toothpaste 75ml

Non-members price
£2.49

£1.49

£3.32 per 100ml

756092

Ts&Cs apply

Colgate

Max White Optic Toothpaste 75ml

Non-members price
£2.49

MEMBERS PRICE

£1.49

£3.32 per 100ml

756092

Ts&Cs apply

Version 3
With Stamp

Superdrug

Me+ Ceramides Moisturiser

50ml

MADE BY
Superdrug

£15

£30
per
100ml

756092

Superdrug

Me+ Ceramides

Moisturiser

50ml

MADE BY
Superdrug

756092

£15

£30
per
100ml

BUY 1
GET 1
FREE

Superdrug

Me+ Ceramides

Moisturiser 50ml

MADE BY
Superdrug

£15

£30
per
100ml

Ts&Cs apply

756092

Superdrug

Me+ Ceramides

Moisturiser 50ml

MADE BY
Superdrug

756092

HALF PRICE

£7.50

£15
per
100ml

Ts&Cs apply

MEMBERS
SAVE
MORE

MEMBERS
PRICE

Superdrug

Me+ Ceramides

Moisturiser 50ml

MADE BY
Superdrug

Non-members price
£22.50

£15

£30
per
100ml

Ts&Cs apply

756092

Superdrug

Me+ Ceramides

Moisturiser 50ml

MADE BY
Superdrug

Non-members
price
£2.49

756092

SAVE
MORE

MEMBERS PRICE

£15

£30
per
100ml

Ts&Cs apply

Version 4

Price Labels
With Offer
Members Price

With Offer

Members Price



With Stamp



Version 5

Version 5

Price Labels

With Offer

Members Price

Colgate

Max White Optic Toothpaste

75ml

£2.49

£3.32 per 100ml

756092

Colgate

Max White Optic Toothpaste

75ml

£2.49

£3.32 per 100ml

756092

Colgate

Max White Optic Toothpaste

75ml

£2.49

£3.32 per 100ml

756092

BUY 1
GET 1
FREE

Ts&Cs apply

Colgate

Max White Optic Toothpaste

75ml

£1.24

£3.32 per 100ml

756092

HALF PRICE

Ts&Cs apply

Colgate

Max White Optic Toothpaste

75ml

£1.49

£3.32 per 100ml

756092

Non-members price
£2.49

MEMBERS PRICE

Ts&Cs apply

Colgate

Max White Optic Toothpaste

75ml

£1.49

£3.32 per 100ml

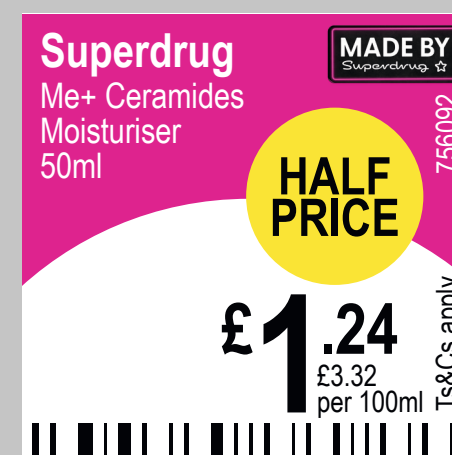
756092

Non-members price
£2.49

MEMBERS PRICE

Ts&Cs apply

With Stamp



Version 6

Price Labels
With Offer
Members Price



With Stamp



Version 7

Version 7

Price Labels

With Offer


Members Price

£2.49

£3.32 / 100ml

Colgate
Max White Optic Toothpaste
75ml

756092

A standard 1D barcode with vertical black bars of varying widths on a white background.

£2.49

£3.32 / 100ml

Colgate
Max White Optic
Toothpaste 75ml

756092



£2.49

£3.32 / 100ml

BUY 1 GET 1
FREE

Ts&Cs apply

Colgate

Max White Optic Toothpaste

75ml

756092

HALF PRICE

£1.24

£3.32 / 100ml

**THIS WEEK'S
STAR
BUYS**

Colgate

Max White Optic
Toothpaste 75ml

756092

£1.49

£3.32 / 100ml

Non-members price **£2.49**

MEMBERS PRICE

Ts&Cs apply

Colgate

Max White Optic Toothpaste

75ml

756092

MEMBERS SAVE MORE

MEMBERS PRICE

£1.49
 £3.32 / 100ml
 Non-members price **£2.49**

MEMBERS

SAVE

MORE

T&Cs apply

756092



With Stamp

With Stamp

£15

£30 / 100ml

Superdrug
Me+ Ceramides
Moisturiser 50ml

MADE BY
Superdrug

756002

HALF PRICE

£7.50

£15 / 100ml

Superdrug
Me+ Ceramides
Moisturiser 50ml

**THIS WEEK'S
STAR
BUYS**

MADE BY
Superdrug ✨

Ts&Cs apply

756092

MEMBERS PRICE

£15

£30 / 100ml

Non-members price £22.50

MEMBERS
**SAVE
MORE**

MADE BY
Superdrug

Superdrug
Me+ Ceramides
Moisturiser 50ml

Version 8

Price Labels
With Offer
Members Price

With Offer

Members Price



Version 8

With Stamp

£15

£30 / 100ml

Superdrug

Me+ Ceramides Moisturiser

50ml

MADE BY

Superdrug

756092

£15

£30 / 100ml

Superdrug

Me+ Ceramides

Moisturiser 50ml

MADE BY

Superdrug

756092

£15

£30 / 100ml

BUY 1 GET 1

FREE

Ts&Cs apply

Superdrug

Me+ Ceramides Moisturiser

50ml

MADE BY

Superdrug

THIS WEEK'S

STAR

BUYS

756092

HALF PRICE

£7.50

£15 / 100ml

THIS WEEK'S

STAR

BUYS

Superdrug

Me+ Ceramides

Moisturiser 50ml

MADE BY

Superdrug

756092

£15

£30 / 100ml

Non-member sprice £22.50

MEMBERS

PRICE

Ts&Cs apply

Superdrug

Me+ Ceramides Moisturiser

50ml

MADE BY

Superdrug

MEMBERS

SAVE

MORE

756092

MEMBERS PRICE

£15

£30 / 100ml

Non-members prices £22.50

MEMBERS

SAVE

MORE

Ts&Cs apply

Superdrug

Me+ Ceramides

Moisturiser 50ml

MADE BY

Superdrug

756092

Version 9

Price Labels
With Offer
Members Price

With Offer

Members Price

£2.49

£3.32 / 100ml

Colgate
Max White Optic
Toothpaste 75ml

755009





£1.24

 £3.32 / 100ml

Colgate

 Max White Optic

 Toothpaste 75ml

THIS WEEK'S
STAR BUYS

HALF PRICE

T&Cs apply

756002



£1.49
 £3.32 / 100ml
 Non-members
 price **£2.49**

Colgate
 Max White Optic
 Toothpaste 75ml

MEMBERS
**SAVE
 MORE**

**MEMBERS
 PRICE**

Tel & Co apply
 75500



With Stamp

£15
 £30 / 100ml
 Non-members
 price **£22.50**

Superdrug
 Me+ Ceramides
 Moisturiser 50ml

**MEMBERS
 SAVE
 MORE**

**MEMBERS
 PRICE**

MADE BY
 Superdrug ☆

Tel & Co apply
 7566002

Use to tie-in with POS collateral



Thank you :)

teamitgTM