



Pricer Electronic Shelf Labels Make Omni-Channel Retailing a Reality for Western Bikeworks

Founded in 2003, Western Bikeworks is an internet retailer that provides products and services to avid cyclists. The company grew into one of the most popular retailers of road cycling gear on the web. In 2011, it opened a 10,000 square-foot store in Portland, OR to serve the growing demand for its products and services. The full-service bike shop features thousands of products, mechanic support and an on-site café.

However, with the addition of a physical store, the company realized the difficulty in matching in-store prices and promotions with those on its website. In a tech-friendly community within the Pacific Northwest, this proved to be a major issue as customers were diligent about checking prices online before purchasing in store.

“We run an e-commerce and bricks-and-mortar business,” said Jay Torborg, owner, Western Bikeworks. “We have sales every week on the website making it extremely difficult to update prices in store using paper labels.”

Maria Schur, marketing coordinator for Western Bikeworks, added: “We couldn’t keep up with the prices and promotions in-store, so often times our customers didn’t know what the real prices were.”

Western Bikeworks runs regular promotions online and wanted to be able to match those promotions in store. However, with thousands of items for sale, it was very labor intensive to manually change the price tags every day.

The company therefore chose Pricer’s Segment and ePaper electronic shelf labels (ESLs) to simplify the process. The ESLs were provided and installed by MarginMate, a provider of innovative store management solutions to retailers. The ESLs poll pricing from the Western Bikeworks website daily and synch automatically to ensure the in-store pricing matches the website.

“We chose Pricer because it offers a wide range of sizes and options,” Torborg said. “For

certain products in the store, we wanted simple labels, while for some of our more expensive items, we preferred larger displays. Pricer offers a nice solution with many different options that tied everything together well for us.”



Automatic pricing allows sales personnel to focus on the customer – not price tags

Western Bikeworks employs avid cyclists, who are passionate about cycling. Their time is better spent helping customers understand the bicycles and products rather than on mundane activities such as swapping out price tags.

“We are very proud of our staff,” Schur said. “We have cyclist enthusiasts working here that are really knowledgeable about our products. Instead of cutting up pieces of paper all day, their time is better spent helping customers find what they need.”

Schur also says that the customers like the ESLs and feel better knowing that they are getting the



lowest prices available, whether in-store or online.

“They are nice looking gadgets and kind of fun,” Schur added. “They flash when something goes on sale and add to the appearance of our store.”

Additionally, the ESLs make it easy for Western Bikeworks to host special events for area bike clubs.

“We can support our area clubs by hosting events and offering discount codes throughout the store on the labels,” Torborg said. “With the Pricer labels, we can change everything in store at once and then switch back to the normal pricing easily at the end of the event.”

A Strong Relationship

Torborg was also very happy with the high level of service he received from MarginMate throughout the installation process.

“Overall, the whole process went smoothly,” Torborg said. “MarginMate was very proactive and had us up and running in a few weeks. It was a great experience. If we open another store, we will go forward with the electronic shelf labels again.”



For more Information, please visit:
www.pricer.com or sales@pricer.com