

## CASE STUDY

## Optimizing Book Fair Logistics with Electronic Shelf Labels

### Introduction

The Lisbon Book Fair is a book fair held annually in Lisbon, Portugal. During 19 days, the book fair, which is growing significantly year after year, showcases more than 950 publishing brands and 85,000 titles. Penguin Random House Portugal is one of the largest publishing groups exhibiting at the fair.

This case study illustrates the successful integration of Opticon's technology by Regateles Consultoria and Gracal, resulting in significant logistical efficiencies and cost savings for Penguin Random House's operations at the Lisbon Book Fair.

### The Partners

**Regateles Consultoria Lda.** is a boutique provider specializing in marketing, logistics, and corporate affairs consulting, boasting over 20 years of expertise. Among the several recognized brands it represents in the logistic sector, they are a system integrator of Opticon. Regateles lead the process as Project Manager.

**Gracal Lda.** is a printing company established in 1906, blending graphic arts craftsmanship with cutting-edge printing technology. They incorporated Opticon technology into the broader approach of the 2024 Lisbon Book Fair. Gracal assured the implementation of the project, integrating Opticon's displays in the PRH Book Fair project.



### Challenges and Implications

An event such as the Lisbon Book Fair, with an exponential growth over recent years, demands extensive planning and poses significant logistical challenges and warehouse work peaks.

In previous years, PRH needed to increase their workforce and implement extra work shifts to face the growing demands of the Book Fair. Labeling books to ship to the Book Fair was one of the hardest challenges, as it is a slow manual process. On top of that, the high level of returns, after the event ended, led to a complex reverse logistics, due to the need to remove labels from all returned books.

### Desired Solution

The solution aimed to replace paper price tags, focusing on:

- Cost reduction through optimized processes
- Elimination of non-value-added activities
- Simplification of reverse logistics
- Shortening replacement periods
- Enhancing environmental sustainability
- Eliminating labeling errors
- Increasing article management agility

“Opticon's solution was ready for immediate use with minimal setup required. Extensive technical and commercial support ensured successful implementation and operation at the Lisbon Book Fair, highlighting the importance of comprehensive support and adaptability in event logistics.

Opticon's Service levels were perceived as excellent during the test and implementation.”

Pedro Veiga Ferreira,  
PRHGE Portugal Co-CEO & CFO

## Decision Influences

Key influences in the decision-making included:

### 1. Turnkey solution availability:

A complete and ready-to-use solution was needed with minimal setup requirements. This feature was crucial for the Lisbon Book Fair, as it ensured a seamless integration process, saving time and reducing the risk of complications during implementation.

### 2. Technical and commercial support during ESL solution implementation:

Extensive technical and commercial support throughout the implementation of the ESL solution was key. This included assistance with the installation and configuration of ESLs, training for staff, and troubleshooting any issues that arose. This ensured a smooth transition to the new system and allowed the partners to focus on other critical aspects of the event.

### 3. 24/7 technical assistance during the event:

Given the scale and importance of the Lisbon Book Fair, it was essential to have technical assistance available 24/7 throughout the event. A guarantee that any technical issues, regardless of the time, could be addressed immediately, minimizing downtime and ensuring continuous operation of the ESL system. This level of support was crucial in maintaining the event's efficiency and preventing disruptions.



## Facts

4,500  
ESLs  
used

## Return on investment for the Lisbon Book Fair:

- reduction of logistics costs
- enhanced sustainability

### 4. Customization of displays to comply with PRH's graphic standards:

Customization of the ESL displays to align with PRH's graphic standards was a vital requirement. This involved tailoring the visual aspects of the displays, such as fonts, colors, and layout, to match the branding guidelines of PRH. Such customization ensures brand consistency and enhances the overall aesthetic appeal of the displays, contributing to a more coherent and professional presentation at the Book Fair.

### 5. Adapting shelves to accommodate ESL displays:

To integrate the ESL displays seamlessly, it was necessary to modify the existing shelving units. This adaptation involved adjusting shelf dimensions, adding mounting brackets, and ensuring that the ESL devices could be securely and conveniently positioned. This adaptation was critical in leveraging the full benefits of the ESL system, enhancing operational efficiency and customer experience.

## Why Opticon was Chosen

Opticon was chosen due to the best technical and commercial support provided; all decision influencers were met.

Other parties had pulled back or had little to no experience with large events like a Book Fair and inability to guarantee 24/7 technical support during the event. They were even limited to installing ESL displays without additional guarantees for outdoor performance.

On top, extra steps were made, like:

- ensuring visual personalization of specific ESLs (applying vinyl according to the type of product)
- extensive testing to ensure that the fact of being an outdoor event had no impact on performance
- complex DB configuration due to the daily price shifts, including special Happy Hour prices on specific days.





## Outcomes

Implementing Opticon's ESL resulted in:

- Significant reduction in lead time for initial Book Fair supply preparation and subsequent replenishments, as well as all activities related to the inverse logistics
- Major savings in work-time and pricing-related costs
- Elimination of paper labels and reverse labeling activities for unsold books, saving hundreds of work hours
- Reduction of price errors and associated customer complaints

## Opticon product used: EE-293

The 2.9 inch E-paper display was used for the Lisbon Book Fair project. This display has a high resolution fully graphical, e-paper based display. It is available with a black, white, red, and yellow display to attract more attention to the customers.

Thanks to the high contrast of the display it is even possible to read barcodes off the display using an Opticon barcode scanner.

Opticon's ESL solution has a lightweight infrastructure and is easy to deploy.

## About Opticon

### We scan, connect and communicate

We are Opticon, a Japanese manufacturer, and have been developing barcode scanners since 1976. You see them everywhere, both here and abroad. From the electronic shelf label at your local supermarket to the scanner used at a Covid test facility. From scanners used by large retail chains to the barcode scanner of parking garages. We are one of the world's key players in the automatic identification market.

### This is what we can do for you

Opticon is the right provider for all your intelligent barcode scanning solutions. No matter which business process or market. Do you have any other demands or requirements? We always offer solutions that are tailored to your requirements and enjoy the challenge to think along with you.



[www.opticon.com](http://www.opticon.com)

## About Penguin Random House

Penguin Random House Grupo Editorial (PRHGE) is the Portuguese and Spanish division of the international publishing group Penguin Random House, created in 2014 after the merger of Random House with Penguin. They are an integral part of the Bertelsmann group.

PRHGE aims to offer a quality service to authors, readers and booksellers, while facing the challenges of a global company, such as innovation, sustainability and growth.

Behind each of the published books there is a team of committed, creative and extremely professional people who participate in the company's successes. The group's worldwide mission is to foster a passion for reading through the publication of books that respond to the diversity of tastes and the needs of a plural society.

Since the start of the Portuguese operations in 2014, they have published and distributed a catalogue of 6000+ titles for all kinds of readers.