

# Fresh, cool or frozen?

# All goes.



**Selfly  
Store**™

by Stora Enso

## Selfly Store Model 3

# Selfly Store Model 3

Selfly Store was created to improve the shopping experience for consumers and add sales opportunities for merchants. To meet this goal, Selfly Store is introducing a game-changing, data-driven platform comprising three different intelligent cabinet versions from one design.



# Fresh, Cool or Frozen. All goes.



Selfly Store Model 3 offers the best intelligent grab-and-go shopping experience on the market. What makes the new Model 3 series revolutionary is that it is engineered from the ground up to offer consumers the most enjoyable and frictionless grab-and-go shopping channel possible.

The Model 3 is a step-up in quality from our previous cabinet series. Ground-breaking, built-in IoT systems with cloud connectivity enable merchants to run a data-driven business and optimise their sales and operations in a new way. The cabinets are designed and built to use RFID, and with over 1,000 hours spent on testing, the Selfly Store Model 3 offers a market leading level of detection accuracy.

The new model series introduces three different intelligent cabinet versions from one design:

## Selfly Ambient

A room-temperature intelligent cabinet. Suits well for many fruits and vegetables, like bananas, apples, and olives, but also for nuts and protein bars. Selfly Ambient is also a good choice for non-food items, like souvenirs, convenience items, and much more. The cabinet adapts to ambient temperature, between 20°C and 30°C.

## Selfly Fridge

Selfly Fridge fits perfectly for serving ready-made and fresh food products. Examples include salads, berries, smoothies, and juices. Combined with the expiry date management feature, Selfly Fridge is the optimal choice for serving fresh food and reducing food waste. The temperature can be configured to cold temperatures, between 2°C and 6°C, or cool temperatures from 6°C and above.

## Selfly Freezer

Selfly Freezer is truly exceptional. It offers a totally new selection of products to consumers. The intelligent freezer enables grab-and-go shopping of ice-cream, frozen meal-items, frozen snacks and much more. The temperature can be set at -18°C and below.



# Enhancing shopping experiences in totally new places



## Workplaces

A Selfly Store Model 3 close to employees' workplaces doesn't only save precious time in terms of relocating and queuing in busy lunch canteens, but it also provides 24/7 access to fresh and healthy food outside of the traditional canteen opening hours. In workplaces with shift work this is a game-changer.



Moreover, a nearby Selfly Store gives employees the possibility to keep blood sugar levels stable, through several snacks throughout the workday. And did you know that adequate workplace nutrition has proven to significantly increase workplace productivity?

## Hotels

Convenience is one of the most important factors to deliver a remarkable customer experience within the hospitality industry. Minibars provide a narrow selection, and hotel restaurants often come with waiting time and limited service-hours. A Selfly Store on each hotel floor offers guests 24/7 access to all the necessities of a small convenience store and souvenir shop, as well as quick and fresh meals.



For hotels offering conference services, the Selfly Store solution is a perfect way to keep conference guests happy and energised throughout the day. As a bonus, the intelligent cabinets also contribute to reduced queuing times for food during busy conferences.

## Public spaces

People spend hours in a health centre, either waiting to see a doctor or visiting someone, with no possibilities to leave even when hunger sets in. Selfly Store's intelligent cabinets can provide people and their loved ones with easy and quick access to healthy energy while in a hospital or doctor's office.



The airport is another public space which can benefit from improved food services. Many passengers want a quick snack or meal but are afraid long queues

could make them miss their flight. The Selfly Store lets people grab whatever they need right at the gate – or at the restaurants without the need to queue – without the worry of being left behind. Additionally, an airport has a pulse 24/7 but the restaurant service times may be limited. Selfly Store can help airports offer these much-needed services, resulting in happier passengers and improved sales.

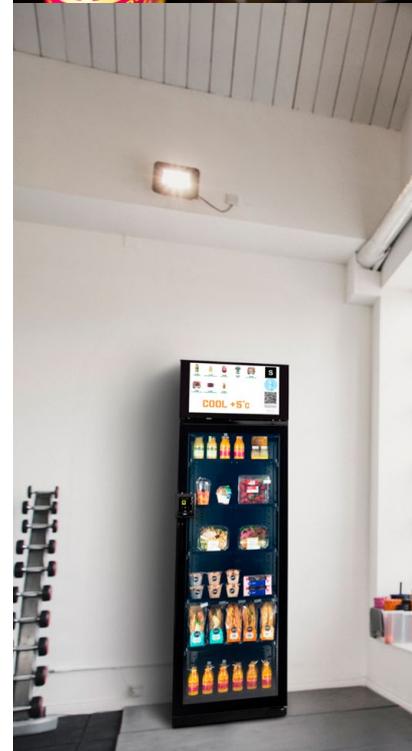
## Restaurants

Restaurants struggle during peak-hours. Often, capacity doesn't exist to serve all customers efficiently, which leads to long queues. By adding a Selfly Store sales point, eat-in and grab-and-go consumers can be served in parallel flows. Our data shows that the average service time per

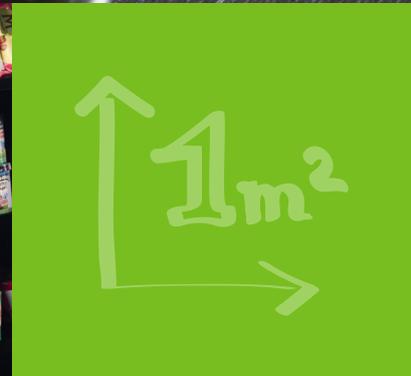


customer is reduced by up to four times when using Selfly Store cabinets.

Selfly Store cabinets also provide entirely new opportunities for restaurants and consumers to meet. Service hours can be extended to 24/7, and restaurants can open additional service points close to consumers in a cost-efficient manner.



The Selfly Store Model 3 provides consumers with convenient, fun, and frictionless grab-and-go shopping experiences in totally new places. Since the cabinet only requires one square meter of space, it fits well at almost any location.



# Selfly Store Model 3 – key features and benefits



## + Convenient, fun, and frictionless

The sleek cabinet design and inviting cabinet screen makes shopping fun and effortless. Consumers use contactless payment methods, can select several products in one go, and are able to touch and feel every product before selecting. Our data shows that over 20% of customers buy more than one item from our intelligent cabinets.

## + Unique multi-temp technology

The Selfly Store Model 3 comes in three versions, Selfly Ambient, Selfly Fridge and Selfly Freezer to suit all products. Moreover, the cabinets ensure even temperatures from bottom to top shelves, so consumers receive top-quality products.

## + Built for purpose and with highest quality

The Selfly Store Model 3 is developed and manufactured in Finland. Every detail of the product is engineered from scratch for RFID technology, leading to superior item level detection and reliability for both merchant and consumer. It works without any hassle!

## + Flexible product selection

Items of nearly every size, shape, durability and material can be sold – your imagination is the only limitation! Moreover, the assortment can be changed at any time, with minimal effort, to boost your sales and delight your customers.

## + Sales optimisation and advertising

The Selfly Store Model 3 is connected to the Selfly Cloud, which provides real-time data on item level. Through analytics about product selection, stock-levels, prices, locations etc., sales and replenishment can be optimised remotely. Advertising can be done directly on the screen of the cabinets.

## + Food waste reduction

About one third of all food worldwide goes to waste. This contributes to roughly 10% of the world's greenhouse emissions and is a huge economic drain. Selfly Store Model 3 offers a unique expiry date tracking feature for fresh food items. Through the Selfly Cloud, automatic discounting rules can be set to eliminate the risk of food waste.

## + Powerful discounting engine

In addition to expiry date tracking and mark-downs, there is a variety of other discounting options. Examples include bundle discounts and scheduled discounts. Bundling combines several items at a favourable price, and scheduled discounts sets up discounts valid for certain time periods.

## + Always the latest software updates and value adding apps

Merchants always get the latest software updates and new feature releases to their Selfly Store Model 3 intelligent cabinets. Moreover, the Selfly Cloud has an API enabling merchants to integrate value-adding apps and services for consumers. Example apps include loyalty programs, menu overview, and special offers.



## We are obsessed with customer success

At Selfly Store, our most important target is for our customers to succeed with their Selfly solutions. That's why we offer a unique customer success advisory where our experts share best practices and insights based on valuable data.

In everything we do for our customers, we aim at to deliver an outstanding customer experience. We do this by always being reliable, proactive, quick, and easy to work with.

**Solution components – we provide a turnkey solution**

# How it works



## Selfly Store Model 3:

A 24/7 open sales point for enjoyable grab-and-go shopping. It can accommodate both food and non-food items. Multiple payment methods are available through our network of service providers.

## Selfly Cloud:

Provides real-time access to all data and analytics related to the operation of the Selfly Store Model 3 cabinet, including product catalogue, sales data, inventory status, advertisements, expiry date tracking, and device management.

## Selfly Encoding Station and Selfly Print:

Compact and intuitive encoding of RFID tags for your products. An RFID printer is also available through our partner network.

## RFID tags:

RFID tags give a unique identity to each product, making it possible to track and trace items in real time. Whether you are looking for sustainability, anti-tamper features, or even microwaveable tags for your Selfly Store Model 3 cabinet, we got you covered through our wide distribution network of RFID tag providers.

## Selfly Refill App:

Allows secure replenishment of the Selfly Store Model 3 with a mobile app and real-time inventory reports.

## Customer Success Services:

We provide a wide variety of services and support to ensure success from the start. Examples of available services include leasing, technical support and training, the Selfly Store online Community, and perhaps most importantly, frequent sparring with our customer success team based on data insights and best practices.

## Consumers: A heightened purchasing experience



**1** Unlock the door by tapping a credit card or mobile payment app on the payment terminal.



**2** Explore the products and pick as many items as wanted.



**3** Close the door. The cabinet reads the items taken, triggering a payment order. A summary of the purchase is shown on the cabinet screen.

## Operators: Easy to set up and operate



**1** The cabinet is set up at the merchant's location and the merchant is trained in the best practices of doing business with the Selfly Store Model 3.



**2** Products are tagged with RFID tags and encoded with the Selfly Encoding Station before placed in the cabinet.



**3** The merchant easily opens the door with the Selfly Refill App and replenishes the cabinet when needed. The inventory is updated in real-time. When consumers buy one or several products the purchase data is also transferred in real-time to the Selfly Cloud.



**4** The merchant receives real time inventory, purchase data, and other advanced analytics through the Selfly Cloud.



**5** Merchants are provided frequent customer success advisory based on data findings by the Selfly Store team.

# Let's get started

Getting started is quick and easy. The Selfly Store solution grows with your business: You can start with just one Selfly Intelligent cabinet and add more at any point!



For detailed information on pricing, kindly contact us at [www.selflystore.com](http://www.selflystore.com). The standard onboarding package includes the required creation of customer account and user rights, deployment of the equipment, training to get you going, and following up closely to make sure that you are off to a successful operation.

The monthly fees include the software license fees, software updates with new features and improvements, tag consumption, and remote customer service to help you overcome any obstacle or answer any question. The solution is also available through leasing (company eligibility for leasing service determined case by case).

**Selfly Store Oy is a Finnish company owned by Stora Enso. Selfly Store develops and manufactures self-service technologies for the retail market, especially for B2C fresh food sales. It combines the traditional retail experience with the latest development in RFID, cloud and IoT technology to create a new way of serving consumers 24/7. Consumers are provided easy, convenient, and fun grab-and-go shopping experiences, while merchants are empowered with useful, real-time data. Selfly Store operates in 21 countries across Europe.**

[selflystore.com](http://selflystore.com)

**Selfly  
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by Stora Enso