



Powered by **ZKONG**

COMPANY PROFILE

Digital Pricing & Display Solutions
for Modern Retail



SMART RETAIL
TECHNOLOGY



OPERATIONAL
EFFICIENCY



BETTER CUSTOMER
EXPERIENCE



DIGITAL
TRANSFORMATION



OUR BUSINESS VERTICALS



Digital Pricing & Display
Solutions for Retail



International Test of
English Proficiency
Exam Business

COMPANY OVERVIEW

SMART SHELF® is a digital retail solutions brand under **KAFAH International Company**.

We deliver smart **Electronic Shelf Label (ESL)** and **LCD display solutions** that help retailers automate pricing, reduce labor, and improve accuracy across all stores.



Smart Technology

Innovative solutions for modern retail.



Operational Efficiency

Automate processes and reduce costs.



Better Customer Experience

Accurate pricing and enhanced satisfaction.



Digital Transformation

Drive growth with real-time digital insights.



Trusted by Retailers

Reliable partner for retail success.



ABOUT KAFAH INTERNATIONAL COMPANY

KAFAH International Company is a diversified technology and services company with a strong presence in the Kingdom of Saudi Arabia.

Founded in 2024, we are committed to **innovation**, **quality** and **excellence** in delivering solutions that empower businesses and communities.



Our Mission

To deliver innovative, reliable and scalable solutions that drive efficiency and create value for our clients.



Our Vision

To be the leading provider of smart retail and education solutions in the region.



Our Values

- Integrity
- Innovation
- Quality
- Customer Focus
- Teamwork



Our Promise

Technology solutions, professional services and support you can rely on.

Our Business Verticals



SMARTSHELF®

Digital Pricing & Display
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Technology Solutions

Smart systems that simplify operations and improve productivity.



Professional Services

Experienced team delivering consulting, implementation and support.



Trusted Partnership

Building long-term relationships through trust, transparency and performance.

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ABOUT SMART SHELF®



SMART SHELF® is our flagship digital retail solution that helps retailers automate pricing and promotions, improve operational efficiency, and deliver a seamless in-store experience.



Digital Pricing

Update prices instantly across all stores without manual effort.



Dynamic Promotions

Run and schedule promotions easily from a central system.



Operational Efficiency

Reduce labor, eliminate paper, and save time on price changes.



Accuracy & Compliance

Ensure accurate pricing and compliance across all locations.



Sustainable & Green

Reduce paper and ink usage and support sustainability goals.



“A smart pricing solution that reduces costs, increases accuracy, and boosts sales.”



5+

Retail Stores
Deployed



15+

Stores
Deployed



50,000+

Tags
Deployed



80%

Reduction in Manual
Pricing Effort



99%

Pricing Accuracy
Achieved

05



THE RETAIL CHALLENGES WE SOLVE

Traditional paper labels and manual pricing methods create operational challenges, increase costs, and affect customer experience. SMART SHELF® helps retailers eliminate these issues through automation, real-time updates, and pricing accuracy.



Manual Pricing

Time-consuming price changes across multiple branches.



Price Errors

Human mistakes lead to mismatched shelf and checkout prices.



High Labor Cost

More staff time is needed for updating labels and shelf checks.



Slow Promotions

Delayed promotional updates reduce sales opportunities.



Branch Inconsistency

Lack of centralized updates causes different prices between stores.



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“

Transforming retail operations with smarter pricing and better control.

”



100%

Central Control



Real-Time

Price Updates



Lower

Labor Effort



Fewer

Pricing Errors



Better

Store Accuracy



OUR SOLUTIONS

SMART SHELF® provides integrated digital retail solutions that help stores modernize pricing, promotions, communication, and operational control.



Electronic Shelf Labels

Instant price updates with accurate shelf-edge display.



LCD Digital Displays

Dynamic visual communication for promotions and product information.



Centralized Software

Control all labels, templates, and updates from one platform.



POS / ERP Integration

Seamless connection with retail systems for automated data sync.



Installation & Support

Professional deployment, training, and after-sales support.



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ESL Solutions

Smart pricing at the shelf.



LCD Displays

Engage customers visually.



Cloud & Local

Flexible deployment options.



API Integration

Connect seamlessly with your systems.



Full Support

End-to-end support you can rely on.



WHY RETAILERS CHOOSE SMART SHELF®

SMART SHELF® empowers retailers to achieve operational excellence with accurate pricing, efficient promotions, and data-driven decisions.



ACCURATE PRICING

Ensure correct prices across all stores in real time.



FASTER PROMOTIONS

Launch promotions instantly and respond to market changes.



OPERATIONAL EFFICIENCY

Reduce manual work and save time and resources.



BETTER CUSTOMER EXPERIENCE

Clear, consistent information helps customers shop with confidence.



SUSTAINABLE SOLUTION

Go paperless and support a greener retail environment.



BASED IN SAUDI

Local presence and support tailored for the Saudi market.



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Smart decisions start with accurate data and real-time control.

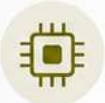


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THE FUTURE OF RETAIL IS SMART & CONNECTED

SMART SHELF® is more than an ESL solution – it's a complete digital platform that connects your store, empowers your team, and delights your customers.



SMART AUTOMATION

Automate pricing, promotions and tasks to reduce manual work and errors.



REAL-TIME CONNECTIVITY

Instant updates across all stores through a reliable and secure network.



DATA-DRIVEN INSIGHTS

Make smarter decisions with real-time data and powerful analytics.



CUSTOMER-CENTRIC

Deliver consistent, clear, and engaging experiences that build loyalty.



FUTURE-READY PLATFORM

Scalable, flexible and designed to grow with your business.



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Building smarter stores today for a better retail tomorrow.



BUILT FOR THE SAUDI MARKET

Compliant with Saudi regulations and tailored for local business needs – including Arabic support, local hosting options, and regional service.





OUR COMMITMENT YOUR GROWTH

At SMART SHELF®, we are committed to delivering innovative, reliable, and scalable solutions that drive efficiency, increase sales, and create lasting value for retailers.



RELIABLE SOLUTIONS

High-quality hardware and software built for retail performance.



CONTINUOUS INNOVATION

We invest in technology to keep you ahead of the competition.



EXPERT SUPPORT

Dedicated local support team ready to help when you need it.



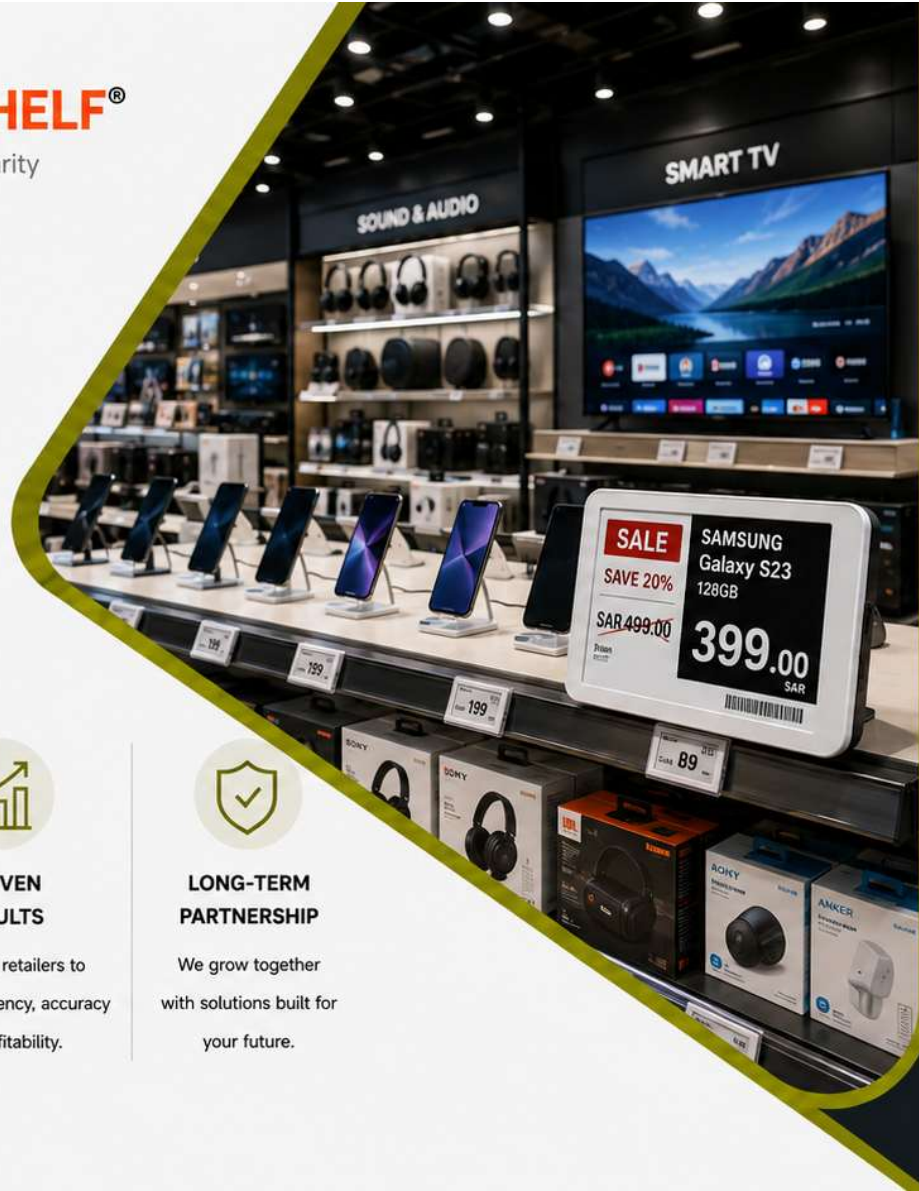
PROVEN RESULTS

Trusted by retailers to improve efficiency, accuracy and profitability.



LONG-TERM PARTNERSHIP

We grow together with solutions built for your future.



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Your success is our mission.
Together, we build smarter, stronger, and more profitable retail businesses.





ELECTRONIC SHELF LABEL PORTFOLIO

A complete range of ESL solutions to fit every shelf, environment and retail need.

- LONG BATTERY LIFE**
Up to 5 years*
- TEMPERATURE OPTIONS**
Standard & Low Temperature
(-25°C to 0°C)
- DISPLAY OPTIONS**
3-Color / 4-Color
High contrast & wide viewing
- WATERPROOF MODELS**
IP67 rated for humid and wet environments
- LED INDICATORS**
Flashing LED for promotions, alerts & low stock
- RELIABLE & DURABLE**
Designed for 24/7 retail performance

* Battery life varies based on update frequency and usage conditions.

ESL SIZES TO FIT EVERY SHELF

1.54" Standard 3-Color / 4-Color	2.13" Standard / Low Temp. 3-Color / 4-Color	2.66" Standard / Low Temp. 3-Color / 4-Color	2.9" Standard / Low Temp. 3-Color / 4-Color	3.5" Standard 4-Color
4.2" Standard / Low Temp. 4-Color / Waterproof (IP67)	5.8" Standard 4-Color	7.5" Standard 4-Color	10.2" Standard 4-Color	12.5" Standard 4-Color
13.3" Standard 4-Color				

INSTALLATION ACCESSORIES

180° Clip	Multi-angle Clip	Guide Rail	Hanging Hook	Magnetic Base	Desktop Stand	Pole Mount	Tag Remover



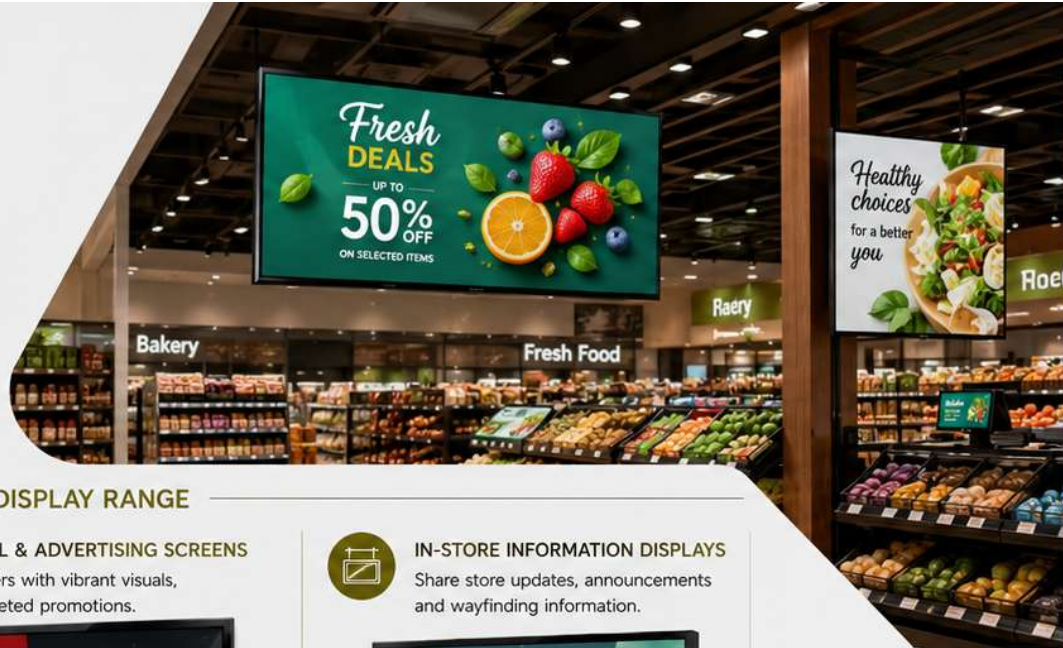
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Smart labels for every product, every shelf, every store.



LCD DIGITAL DISPLAY SOLUTIONS

Engage customers, promote smarter and deliver real-time information with high-impact LCD displays.



OUR LCD DISPLAY RANGE



SHELF-EDGE LCD DISPLAYS

Enhance product visibility and dynamic pricing at the shelf edge.



PROMOTIONAL & ADVERTISING SCREENS

Attract customers with vibrant visuals, videos and targeted promotions.



IN-STORE INFORMATION DISPLAYS

Share store updates, announcements and wayfinding information.



KEY FEATURES



HIGH BRIGHTNESS
Clear visibility in all lighting conditions.



FULL HD QUALITY
Crisp images and vibrant colors.



REMOTE MANAGEMENT
Update content anytime, anywhere.



SCHEDULE & PLAYLIST
Set timings and playlists for campaigns.



RELIABLE & DURABLE
Commercial-grade displays built for retail.



ENERGY EFFICIENT
Low power consumption and eco-friendly.

IDEAL FOR

- Supermarkets & Hypermarkets
- Pharmacies
- Electronics Stores
- Fashion & Cosmetics
- Furniture Stores & More



Powerful displays that capture attention and drive results.



VARIOUS SIZES
From 7" to 43" and above.



MULTIPLE MOUNTING
Wall-mounted, ceiling, stand or shelf-mounted.



CLOUD CONTROL
Secure cloud platform for easy control.



CUSTOM CONTENT
Design your content your way.



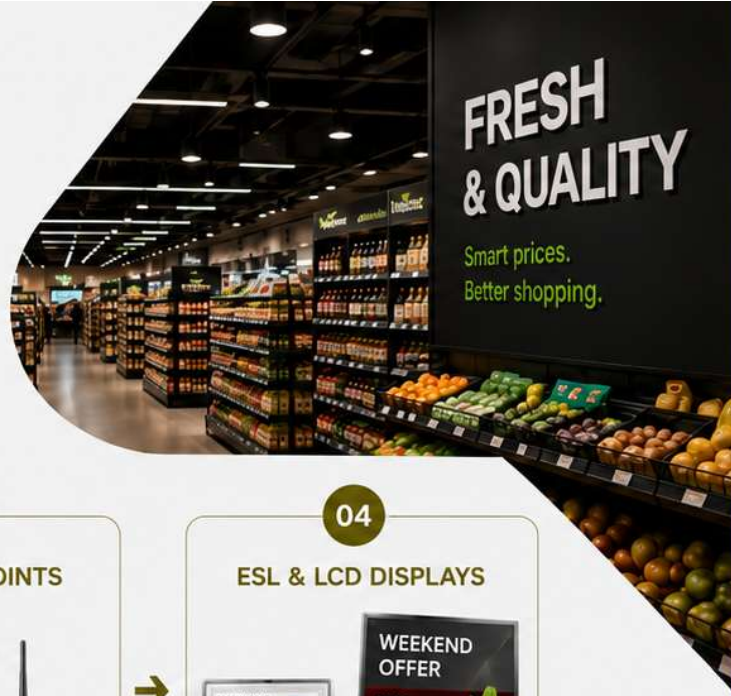
SMART DISPLAYS. SMARTER RETAIL.

Deliver the right message, to the right customer, at the right time.



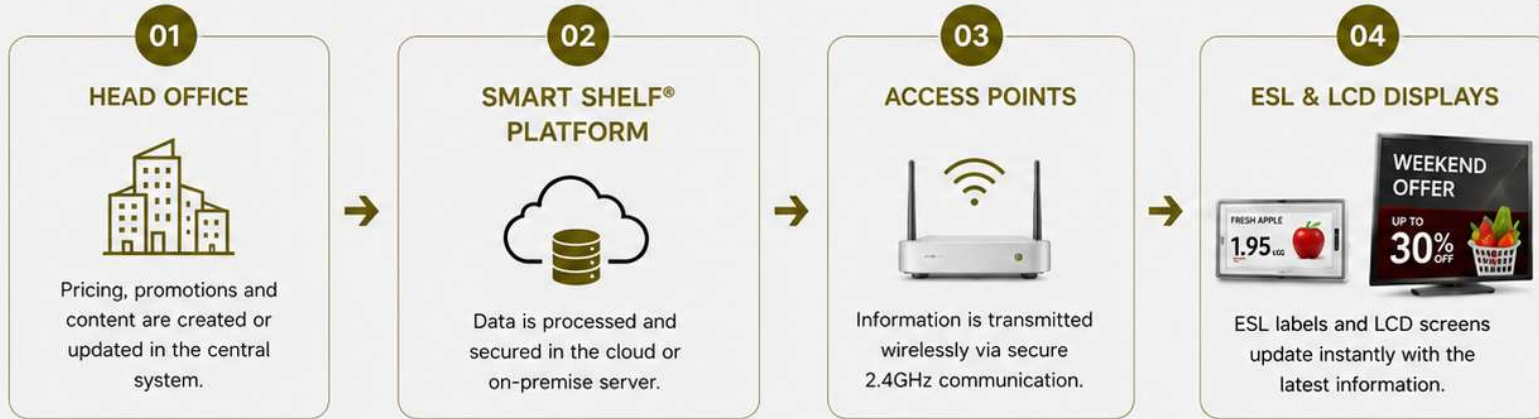
HOW THE SMART SHELF® SYSTEM WORKS

A seamless flow of data from Head Office to every shelf, delivering accurate information in real time.



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“
One platform.
One update.
Every shelf.
Every store.
”



**REAL-TIME.
ACCURATE.
EVERYWHERE.**



Instant Updates
Change once,
update everywhere.



Secure & Reliable
Encrypted data transfer
for complete security.



Scalable System
From one store to
thousands of stores.



Always Accurate
Eliminate manual errors
and price mismatches.



Better Control
Monitor, manage and
analyze in real time.



**SMART RETAIL.
STRONGER BUSINESS.**

Empower your operations with
real-time data, smarter pricing
and complete visibility.

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SMART SHELF® SOFTWARE PLATFORM

Powerful, intuitive and secure platform to manage your entire store network from one central dashboard.



CENTRAL CONTROL

Manage unlimited stores and ESLs from a single, secure dashboard.



TEMPLATES

Create and customize Arabic & English templates with ease.



PROMOTIONS

Plan, schedule and launch promotions across all stores.



BULK UPLOAD

Update prices, images and data in bulk via Excel or CSV.



MONITORING

Real-time monitoring of devices, battery, and connectivity.



REPORTING

Comprehensive reports for performance and operational insights.

BUILT FOR RETAILERS



MULTI-LANGUAGE

Full support for Arabic & English.



SECURE & RELIABLE

Enterprise-grade security and data protection.



SCALABLE

Built to grow with your business.



ANYWHERE ACCESS

Access from any device, anytime, anywhere.



SMART ALERTS

Instant alerts for issues, low battery and more.



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Smart control.
Real-time visibility.
Better decisions.
Stronger retail.



SMARTER PLATFORM. SMARTER STORES. BETTER RETAIL.

Built to simplify operations and drive results across your entire retail network.



SYSTEM INTEGRATION

SMART SHELF® integrates seamlessly with your existing systems for smooth data exchange and operational efficiency.



INTEGRATION CAPABILITIES



APIs

RESTful APIs for real-time data exchange and custom integrations.



POS SYSTEMS

Seamless integration with leading POS systems for live price updates.



ERP SYSTEMS

Connect with major ERP platforms to sync products, prices and promotions.



ODOO INTEGRATION

Native integration with Odoo for products, pricing, stock and more.



DATABASES

Support for SQL, MySQL and other databases for secure data sync.



EXCEL / CSV

Bulk upload and export via Excel or CSV for easy management.



CUSTOM INTEGRATIONS

We build custom connectors tailored to your unique business needs.

DATA FLOW



YOUR SYSTEM
POS / ERP / ODOO /
Database / Excel



**SMART SHELF®
PLATFORM**
Secure Data Processing
& Validation



ACCESS POINTS
2.4GHz Secure
Communication



ESL & LCD DISPLAYS
Instant Updates Across
All Stores

KEY BENEFITS

- ✓ Real-time data synchronization
- ✓ Eliminate manual data entry
- ✓ Reduce errors and save time
- ✓ Consistent pricing across all stores
- ✓ Scalable and future-ready



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Connect once.
Sync everything.
Work smarter
across your
retail network.



OPEN. FLEXIBLE. SECURE.

SMART SHELF® integrates with the systems you use today and grows with your business tomorrow.

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INDUSTRY SOLUTIONS

SMART SHELF® delivers smart, flexible and scalable solutions for every industry.



SUPERMARKETS & HYPERMARKETS



- Real-time pricing updates
- Promotions & campaigns
- Multi-branch consistency



PHARMACIES



- Accurate pricing
- Product information
- Expiry & stock visibility



ELECTRONICS STORES



- Dynamic pricing
- New arrivals & offers
- High-value product info



FASHION & COSMETICS



- Seasonal promotions
- Size & color information
- Brand experience



WAREHOUSES & DISTRIBUTION



- Inventory visibility
- Bin location labeling
- Operational efficiency



FURNITURE STORES



- Clear pricing
- Product information
- Better customer experience



ACROSS ALL INDUSTRIES



Faster Updates
Instant changes
across all stores



Fewer Errors
Accurate pricing
every time



Lower Labour Costs
Save time and
resources



Consistent Pricing
Standardized across
all branches



Better Experience
Happy customers,
loyal customers



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“

One solution.
Every industry.
Smarter retail,
together.

”



Scalable Solutions



Tailored for Your Industry



Reliable & Secure



Expert Support



BUSINESS BENEFITS

SMART SHELF® helps retailers run smarter, leaner operations while improving accuracy, efficiency and customer satisfaction.



FASTER UPDATES

Update prices and promotions across the entire network in seconds.



GREATER ACCURACY

Eliminate pricing errors and ensure accurate information at every shelf.



LOWER LABOUR COSTS

Reduce manual work, printing and paper consumption significantly.



CONSISTENT PRICING

Ensure uniform pricing across all branches and sales channels.



INCREASED SALES

Quick promotions and clear information drive conversion and basket size.



BETTER EXPERIENCE

Improved product visibility and real-time offers enhance the shopping experience.

MEASURABLE IMPACT



90%+

FASTER PRICE UPDATES
From days to seconds



99%+

PRICING ACCURACY
Eliminate human errors



30-60%

LOWER LABOUR COSTS
Reduce manual tasks and Printing



70-90%

PAPER & WASTE REDUCTION
Go green with paperless retail



10-20%

SALES IMPROVEMENT
Better promotions, better results



HIGHER CUSTOMER SATISFACTION

Clear information, happy shoppers

TRADITIONAL vs SMART SHELF®

TRADITIONAL

- ✗ Manual price changes
- ✗ Price mismatch & errors
- ✗ High labour & printing cost
- ✗ Slow promotion rollouts
- ✗ Inconsistent branch pricing
- ✗ Limited visibility & control

VS

SMART SHELF®

- ✓ Instant digital updates
- ✓ 99%+ pricing accuracy
- ✓ Lower labour & costs
- ✓ Fast promotions
- ✓ Consistent across branches
- ✓ Real-time visibility & control

* Results may vary based on store size and operations.



SMART BENEFITS, STRONGER BUSINESS.

Make every update count. Make every store smarter. Make every customer happy.



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Smart technology that drives efficiency, boosts profitability and delivers value at every level.



Improve Operations



Reduce Costs



Increase Accuracy

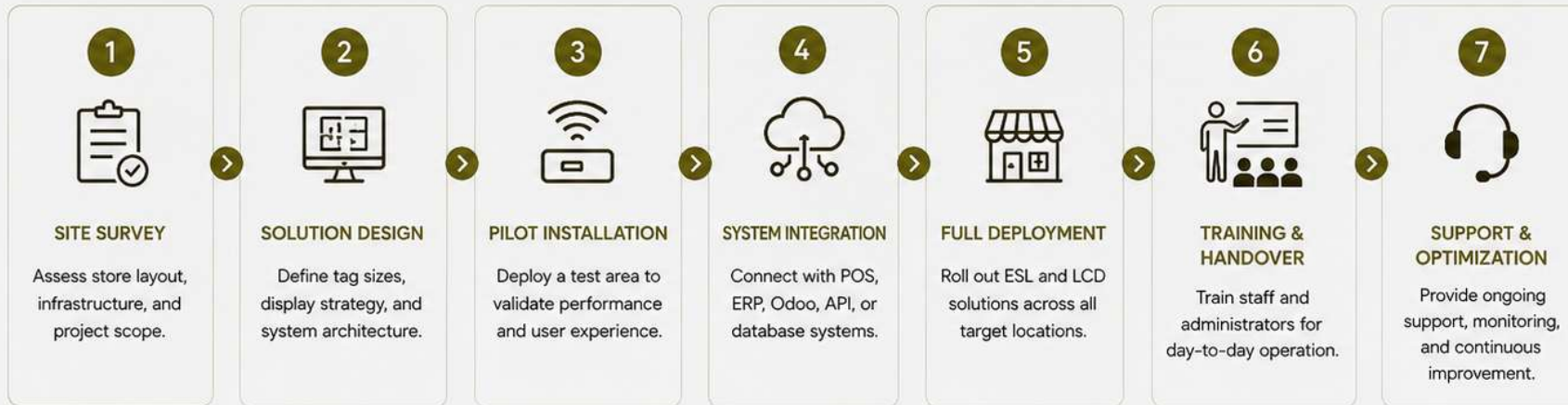


Delight Customers



IMPLEMENTATION PROCESS

SMART SHELF follows a structured implementation approach to ensure smooth deployment, reliable integration, and long-term success for every retail project.



From planning to go-live — a controlled rollout designed for accuracy, speed, and long-term reliability.



STRUCTURED ROLLOUT



MINIMAL DISRUPTION



ONGOING SUPPORT



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A clear process.
A smooth deployment.
A smarter retail
transformation.



Retail-Focused
Expertise



Seamless
Integration



Reliable
Deployment



Continuous
Improvement



SUPPORT & MAINTENANCE

SMART SHELF® is built for reliability, and our support ensures your system keeps performing at its best—every day, in every store.



WHAT WE PROVIDE



REMOTE SUPPORT

Fast remote assistance for software, data and configuration issues.



ON-SITE SUPPORT

On-site technician support across KSA, within committed time.



PREVENTIVE MAINTENANCE

Regular health checks, firmware updates and performance optimization.



SYSTEM MONITORING

24/7 system monitoring for gateway, network and platform health.



TRAINING & GUIDANCE

User training, best practices and documentation for your team.



RMA & REPLACEMENT

Quick RMA process and replacement for defective hardware.

SERVICE LEVEL AGREEMENT (SLA)

PRIORITY	DESCRIPTION	RESPONSE TIME	RESOLUTION TIME
P1 Critical	System down / Major impact (No labels updating, stores affected)	≤ 1 Hour	≤ 8 Hours
P2 High	Partial impact (Some labels or functions affected)	≤ 4 Hours	≤ 24 Hours
P3 Medium	Minor impact (Non-critical issues)	≤ 1 Business Day	≤ 3 Business Days
P4 Low	General inquiries / Enhancements	≤ 1 Business Day	≤ 5 Business Days

* SLA applicable during business days (Saturday–Thursday, excluding holidays).



Your success is our priority.

We're here to keep your SMART SHELF® system running smoothly, so you can focus on what matters most—your business.



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Dedicated support team



Fast response & resolution



Reliable systems & spare parts



Continuous improvement



Long-term partnership & trust



WE ARE HERE, ALWAYS.

From installation to daily operations, SMART SHELF® support is with you—every step of the way.



Proactive Support



Skilled & Certified Technicians



Data-Driven Monitoring



Secure & Reliable



OUR TECHNOLOGY PARTNER

SMART SHELF® proudly partners with ZKONG, a global leader in ESL innovation, to deliver reliable, advanced and future-ready solutions to the Saudi market.



GLOBAL LEADER IN ESL INNOVATION

ZKONG is a world-leading provider of digital store solutions, dedicated to creating smart retail experiences with cutting-edge technology, superior quality and global service.



50+
COUNTRIES
SERVED



60,000+
ENTERPRISE
CUSTOMERS



100M+
ESLS DEPLOYED
WORLDWIDE



1,000+
R&D PROFESSIONALS
WORLDWIDE



200+
PATENTS &
CERTIFICATIONS



ISO
QUALITY MANAGEMENT
CERTIFIED

STRATEGIC PARTNERSHIP BENEFITS

- ✓ Access to industry-leading ESL hardware and software technology.
- ✓ Reliable supply chain and consistent product availability.
- ✓ Continuous innovation with the latest features and updates.
- ✓ High quality standards with global certifications.
- ✓ Dedicated technical collaboration and knowledge sharing.
- ✓ Stronger local support and faster implementation.



**TOGETHER, WE DELIVER
SMARTER STORES,
BETTER OPERATIONS
AND GREATER VALUE.**

CERTIFICATIONS & COMPLIANCE



ZKONG products are manufactured under strict quality standards and comply with international regulations for safety, performance and environmental protection.



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Proven global
technology leader



Serving 50+ countries
worldwide



Millions of ESLs
deployed globally



High quality,
reliable solutions



Strong R&D and
innovation focus



Global support
and service network



BUILT ON TRUST. DELIVERED TOGETHER.

The SMART SHELF® and ZKONG partnership ensures you receive world-class technology, local commitment and long-term value for your business.



SAUDI ARABIA PROJECTS

Real Installations. Local Experience.



NESTO HYPERMARKET

Multiple Branches – KSA

SMART SHELF® ESL solutions deployed across key departments including Fruits & Vegetables, Meat, Fish, Poultry and Grocery sections.



AL WAFI

Multiple Branches – KSA

SMART SHELF® ESL solutions installed across Fruits & Vegetables and Grocery departments.



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-  Projects across Saudi Arabia
-  Seamless integration with retail operations
-  Accurate pricing & real-time updates
-  Reliable technology for every department
-  Trusted by leading retailers
-  Built for long-term partnerships

LEADERSHIP

DRIVING VISION. DELIVERING VALUE.

Our leadership combines deep industry expertise with a clear vision to transform retail operations across Saudi Arabia. Focused on innovation, reliability and customer success.

IBRAHIM AL-SAIQ

Founder & Chief Executive Officer



Ibrahim Al-Saiq is the Founder and CEO of KAFAH International Company. With extensive experience in retail, operations and business development, he has been instrumental in establishing KAFAH as a trusted partner for smart retail solutions in Saudi Arabia.



STRATEGIC VISION

Leads with a long-term vision to digitize retail operations and enhance in-store efficiency through smart technology.



CUSTOMER FOCUS

Committed to delivering reliable solutions and exceptional support that create real value for retailers.



INNOVATION & GROWTH

Drives continuous innovation and strong partnerships to support sustainable growth across the Kingdom.

“

OUR MISSION IS SIMPLE:

Empower retailers with smart solutions that improve operations, elevate the shopping experience and drive lasting success.

”



RELIABLE SOLUTIONS

Built for performance and durability.



TRUSTED PARTNER

Dedicated to your success, every step of the way.



MEASURABLE IMPACT

Solutions that drive efficiency and business growth.



COMMITMENT TO EXCELLENCE

Delivering quality and value you can count on.



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Strong leadership with local expertise



Focused on innovation and operational excellence



Customer-centric approach



Building the future of smart retail in Saudi Arabia



THANK YOU

Building Smarter Retail Together

SMARTSHELF® – A Division of KAFAH International Company

📍 Riyadh, Saudi Arabia

🌐 www.smartshelvesa.com

✉ info@smartshelvesa.com



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