POSPOOLING

The aim of the project is to combine sales promotion within retail chains with sustainability in one innovative stand product.

POSpooling aims to introduce sustainable POS kiosks driven by smart technology into the retail environment, reducing waste and promoting circular economy. Traditional disposable stands contribute to unnecessary waste, but the proposed wire stand made from recyclable metal offers a sustainable alternative. The project draws inspiration from successful sharing systems in the retail industry and adapts this principle to the point of sale (POS) environment. The development of the operating system will provide users with up-to-date information on the rack lifecycle, simplify processes and support resource sharing.

Unique selling points:

- Fully recyclable rack solution including commercial rack rental sales.
- “Smart rack” for sales and stock control.
- Versatility and scalability regardless of the sales system.

Product

Smart stand rental system for sales promotion

Technology readiness

Development

Proof of concept

▶ Prototype

First implementation

Extensive implementation

1/2023

B2B

pospooling.cz