

101,000 electronic shelf labels, six stores, 30 days.

Amazon brought Prime-Net in directly to deploy electronic shelf labels across six Amazon Fresh stores in California and Washington, inside a one-month window.

THE CHALLENGE

Electronic shelf labels touch every facing in the store. A grocery format carries tens of thousands of them, each one placed, paired, and verified against the right product, in a store that keeps selling groceries while the work happens. Six stores across two states meant doing it six times in a single month.

WHAT PRIME-NET DID

Working directly with Amazon, Prime-Net deployed roughly 101,000 ESL tags across four Amazon Fresh stores in California and two in Washington. Crews were staged by region and ran store by store — Woodland Hills, Irvine, Huntington Beach and Moorpark, then Seattle and Bellevue — each on the same installation and verification standard.

THE RESULT

All six stores were fully deployed inside a 30-day window, with a single partner handling the volume across both states rather than splitting it between regional vendors.

101KESL TAGS
DEPLOYED**~50**STORES
COMPLETED**2**STATES
WEST COAST**30**DAYS
END-TO-END

STORES DEPLOYED

- Woodland Hills, CA
— 19,000 tags
- Irvine, CA
— 21,000 tags
- Huntington Beach, CA
— 16,000 tags
- Moorpark, CA
— 17,000 tags
- Seattle, WA
— 14,000 tags
- Bellevue, WA
— 14,000 tags