

Merisant Joins IoT Smart Retail Powershelf Network

Manufacturer of Equal® joins leading consumer brands in asset tracking program to enable cost savings and extensive consumer data monitoring through IoT Smart Retail Powershelf Network at select grocery locations.

ANNAPOLIS, Md. ([PRWEB](#)) June 08, 2018 -- Powershelf is pleased to announce Merisant, the manufacturer of some of the world's leading tabletop sweetener brands including Equal®, Whole Earth Sweetener Co.®, Canderel® and Pure Via®, is joining the Powershelf Network—an always-on, real time asset tracking system at select Giant Eagle locations. Alongside products from leading consumer products brands, including Johnson & Johnson, GlaxoSmithKline, Bumble Bee and King's Hawaiian, Powershelf's proprietary hardware and software, made possible by its eRails, will monitor Merisant products for out-of-stocks and share in-store data and unique insights with the Merisant management team.

“Powershelf has the potential to revolutionize the in-store shopping experience for all stakeholders: retailers, brands and consumers,” said Brian Huff, President, North America at Merisant. “We are very interested in leveraging Powershelf to learn more about how our products perform on the shelf.”

“Out-of-stocks are such a major problem for retailers and manufacturers alike. We are excited to work with Merisant to improve their on-shelf-availability, and show them what the future of retail looks like,” said John White, CEO of Powershelf. “We are confident Powershelf will not only reduce out-of-stocks, but will also deliver unprecedented insights to the Merisant team.”

The Powershelf system is deployed at select Giant Eagle grocery stores, with additional installations in the convenience, natural foods, grocery, and life sciences channels. Through its base of installations, Powershelf is able to report live data back to consumer packaged goods (CPG) customers anywhere in the world.

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About Powershelf

Powershelf is a leading provider of retail technology solutions. The Powershelf platform includes Qualcomm, Microsoft, SAP, IBM and GE integrated solutions to provide constant power and two-way communication to software-enabled applications and devices. The platform enables retailers and manufacturers to improve their operational efficiency, reduce out-of-stock incidents, improve demand forecasting, reduce waste and, ultimately, lower prices. Powershelf was recently featured inside the Microsoft booth at the National Retail Federation show in New York and inside the Qualcomm booth at the Consumer Electronics Show in Las Vegas. Visit <http://www.iotmartretail.com> for more information.

About Merisant Company

Headquartered in Chicago, Illinois, Merisant is one of the world's leading manufacturers of tabletop sweeteners. Merisant markets its sweeteners under its flagship brands Equal®, Canderel® and Pure Via®, an all-natural sweetener, along with several other brands in more than 90 countries.



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