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Digital Network

Touchrate Deploys Touchscreens in PetSmart for Royal Canin

Touchrate, a leading provider of on-location customer-facing digital solutions, has developed a touchscreen solution for Royal Canin, to help PetSmart shoppers find the right Royal Canin pet food for their dog or cat.

The touchscreen works as an education tool to differentiate the Royal Canin brand, simplifying product information in an interface to help shoppers at shelf while highlighting the science that goes into product development and other attributes.

Royal Canin, a division of Mars, Inc., offers dozens of both dry and wet pet food products available in most countries with manufacturing facilities all over the world.

Touchrate is “extending the aisle” for various retailers by connecting the shelf with online for greater selection while simplifying the transaction process.

For further information about Touchrate, please contact Brennan Dailey, Vice President, Marketing & Sales, at 407-760-5200 or bdailey@touchrate.com