

famila Launches Retrofittable Smart Cart with shopreme

Kiel, February 2025 – famila Nordost, in cooperation with shopreme, launches the jointly developed Smart Shopping Cart [snap cart](#) to expand its self-scanning offer.

In cooperation with [shopreme](#), [famila Nordost](#) expands its self-checkout offering and introduces *snap cart*, a smart shopping cart solution that sets a new standard for seamless and efficient shopping within a resilient investment framework. The solution combines the convenience of a traditional shopping cart with the advantages of Scan & Go, creating a new user-oriented experience for the shopper in the customer journey.

Unlike complex high-tech shopping carts that require costly maintenance, this concept allows existing shopping carts to be retrofitted cost-effectively with a few simple steps and minimal investment. The snap cart software is part of shopreme's unified self-checkout platform.

First introduction of *snap cart* at famila

With the introduction of *snap cart*, famila Nordost is the first retail chain to use this new generation of retrofittable shopping carts. The idea was developed in cooperation with Bartels-Langness IT to improve the self-scanning shopping experience for customers further. Together, the target image was enriched with further ideas and finally realized in cooperation with shopreme. famila has thus added another innovative solution to the existing self-scanning option on handheld scanners. A special highlight: electronic displays at the checkout and ESL tags on the shopping carts provide dynamic advertising and information options. Even if no tablet is used, the shopping cart becomes a digital touchpoint offering customers relevant real-time content via ESL tags.

Flexible technology enhances the shopping experience

snap cart is designed for seamless integration into existing shopping carts, ensuring a resource-efficient implementation. Each cart is equipped with a detachable tablet and a custom-designed mounting bracket, enabling famila to deploy the system quickly and flexibly while optimizing its charging infrastructure. The key features include:

- **Retail Media**

The tablet delivers customized advertising content during the shopping and charging process, transforming smart carts into revenue-generating interaction points.

- **Easy Scanning**

A detachable scanner makes it easy to pick up bulky or heavy items.

- **Centralized Management Console**

Both promotional campaigns and hardware can be managed through the shopreme management console. The system provides detailed information on hardware lifecycles and campaign success, as well as insights into self-checkout customer behavior and store efficiency.

- **AI Camera Vision & Loss Prevention Algorithm**

In addition to shopreme's four-layered Loss Prevention algorithm, two in-vehicle cameras complement advanced AI technologies for assistance and control.

- **Smart Charging Station**

Smart Carts are charged, and can be unlocked via the famila App in the same charging station as the existing Handheld Scanners. Customers can choose their preferred way to shop, using their familiar unlocking process.

The customer journey

famila customers can easily unlock a device from the newly developed combined charging station using their customer code stored in the famila app. This station efficiently powers both *snap cart* tablets and handheld scanners, ensuring optimal battery levels at all times. The tablet seamlessly attaches to the magnetic holder on the shopping cart with a single motion, allowing customers to scan and store their selected items effortlessly. Additionally, the holder includes a built-in smartphone charging option for added convenience while shopping.

The larger display area enhances the visibility of current offers and promotions while also improving speed and convenience. Customers no longer need to pack and unpack their items at checkout—once all products are scanned, they can complete their purchase seamlessly at a self-checkout kiosk or a traditional checkout by scanning a QR code with the handheld scanner and selecting their preferred payment method. After checkout, the tablet is effortlessly returned to the charging station, ready for the next use.

Insights from the project team

"Our customers expect us to deliver innovative and exciting solutions at the POS. We are always looking for new ways to offer our customers an impressive shopping experience with targeted touchpoints, even in the digital world. This is a really great solution that has been realized together with our project partners shopreme. Our goal was to establish a low-investment solution platform in the self-scanning environment and expand it with many new additional services. We succeeded and the project pipeline is well filled". Florian Behrens, CIO Bartels-Langness

"We tailored snap cart to famila's needs to increase customer loyalty and satisfaction with features such as retail media, while providing a flexible, user-friendly shopping experience. We are delighted to be working with such an innovative retailer as Bartels-Langness to deliver an impressive self-checkout experience for famila customers". Florian Burgstaller, CEO shopreme

New opportunities for retailers and shoppers

By implementing *snap cart*, famila gains additional insights into it's customers shopping behavior. Anonymized data supports the optimization of the product range and processes. At the same time, the integration of large tablet screens opens up retail media opportunities in the form of personalized product recommendations, cross-selling opportunities and detailed product information, which significantly enhances the shopping process.

About Bela

Bartels-Langness (Bela) is a family-owned company with more than 130 years of tradition. Headquartered in Kiel, Germany, Bela is one of the leading players in the North German food retail market and operates around 90 famila department stores, 35 Markant supermarkets and numerous bakeries. For more information, please click [here](#).

About shopreme

shopreme is a leading provider of self-checkout solutions, offering a comprehensive portfolio of innovative technologies to enhance the retail shopping experience. With solutions such as Scan & Go, Self-Checkout (SCO), AI-based Loss Prevention and Smart Cart, shopreme is revolutionizing the way customers shop and pay in brick-and-mortar stores - in more than 2,000 stores worldwide. Satisfied customers include REWE, HIT, ALDI, Billa, Penny, Auchan, famila Nordost, and more. For more information, please click [here](#).