

DIGITAL COUPON SHELF TAGS

Drive Sales with Digital Coupon Shelf Tags

UNFI partners with leading digital coupon platforms – including AppCard – to deliver in-store shelf tags that spotlight active digital coupons and sale prices. These enhanced tags help shoppers discover savings at the shelf, increasing engagement and driving incremental sales.

Retailers using these digital coupon shelf tags with AppCard see, on average, a **29% lift in coupon engagement and sales!**

How It Works

Each week, UNFI receives updated digital coupon data from AppCard and participating national CPG and iBotta sources. This content is integrated into our RTSSigns shelf tag workflow so retailers can receive: pre-printed coupon shelf tags from UNFI Retail Pricing, or digital files for in-store printing

The program ensures accurate, timely, and consistent coupon promotion signage every week.

Retailer Benefits

- Access to national CPG digital coupons and iBotta content
- Inclusion of UNFI-negotiated digital coupon offers for UMN-enrolled retailers
- Increased loyalty program participation and shopper engagement
- Flexible date-range adjustment to match your ad cycle
- Ability to print in-store or order through UNFI Retail Pricing
- "Save By" dating for improved customer experience
- Character-limited, optimized formats for clarity and compliance
- Automatic disclaimers for offers requiring clipping at checkout
- Tags compatible with all UNFI-endorsed digital coupon partners

RETAIL MARKETING



WHY CHOOSE UNFI?

- Tags are compatible with UNFI-endorsed digital coupon programs
- UNFI support through Retail Pricing department
- Stock paper available through UNFI

A digital coupon for Old Spice Deodorant He Fresh. The coupon features a green and white color scheme. At the top, it says "1/27/25" and "Regular \$5.19". Below that, it says "Old Spice Deodorant He Fresh" and "3/3.4 oz - \$1.526/oz". There is a barcode and the number "12044-05667 8626241". A large green arrow points down to the text "DOWNLOAD DIGITAL COUPON". Below that, the price is "\$4.19" and "Limit 1 Offer". At the bottom, it says "SAVE \$1" and "Ends 2/09/25". There is a QR code and the text "Scan Here".

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UNFI-RTSSigns Program Advantages:

- **Automatic filtering** of any offer with clip limits, preventing invalid or confusing tags.
- **Built-in expiration safeguards:** Ability to not generate a tag for items that have a very tight expiration window.
- **Consistent weekly tag production** on defined days of the week.
- **Ongoing file validation:** Daily checks for offer changes, ensuring accuracy.
- **POS-integrated tagging:**
 - Tags only generate for products actually carried in-store.
 - Items not carried are automatically filtered out.
- **Dynamic pricing integration:** Sale price from the POS appears on the tag – no need to display generic “cents off” messaging.
- **P&G special handling:**
 - P&G coupons require clipping before checkout and do not auto-apply through NTR terminals.
 - UNFI supports this with clear P&G-specific disclaimer language, tag QR codes, and consumer reminders to clip before purchasing.

Program Requirements

- Available as an add-on to our [RTSSigns in-store print program](#) via UNFI Retail Pricing
- Enrollment in the [UNFI Custom Point blank stock catalog](#) to order tag stock

For more information about our shelf tag, label & sign programs, please reach out to [UNFI Retail Pricing](#).

[SIGN UP FOR MORE INFORMATION](#)

Subject to credit approval. Some services may not be available in international markets.

Contact Information: ProfessionalServices@UNFI.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or [view our brochure](#).

RETAIL MARKETING



FAST FACT

29%

average lift in coupon engagement and sales after implementation

1/21/26
Crest
3D White Brilliance Peppermint Toothpaste
30772-11252 8731009 12/4.6 oz - \$2.280/oz

Regular \$10⁴⁹

DOWNLOAD
DIGITAL COUPON

Must Clip in AppCard App

\$6⁴⁹

Limit 1 Offer

SAVE \$4

Ends 1/24/26

UNFI 
PROFESSIONAL SERVICES