ESL ELECTRONIC LABELS

2.13" ESL Display (Freezer)

Freezer rated electronic paper label for frozen food cabinets and cold rooms. Updated wirelessly from the portal, so prices change without anyone opening a freezer door.

Product code **97204569** | Screen **2.13"** | Range **Freezer**



Overview

The freezer rated version of our most popular size: a ticket-shaped label built for frozen food cabinets, cold rooms and chilled displays, with room for a name, price and barcode.

Content is sent to the label from the ESL portal through an access point and shown on a high contrast electronic paper screen that looks like a printed card. Because the screen only uses power while the content is changing, a label keeps its image with no power at all. A change made in the portal is on the label in seconds, across one site or many.

Key features

- **Freezer rated** to work from -25°C to 10°C in freezer cabinets, cold rooms and chilled displays
- **IP68 sealed** against the condensation and humidity of cold environments
- **Wireless updates** so staff change prices without opening freezer doors
- **Ultra low power** the screen only uses power while the content is changing

What you need with it

Labels receive their content through an access point and the ESL portal, and each one sits in a holder. A first order is labels, holders, one or more access points sized to the floor plan, and the software.

1

Labels

One per item or location. Mix sizes on the same system, from 1.54" to 9.7", plus freezer rated versions for cold environments.

This sheet: 2.13" freezer

2

ESL access point

Pushes updates to the labels over 2.4 GHz. Only needs an internet connection that can reach the portal.

See the access point sheet

3

ESL software

The portal where content is created and sent, hosted on our UK servers. Links to your pricing, stock or booking data.

Store Fittings Direct is a trading name of CHF Solutions Ltd, registered in England & Wales 12316756. Specification may change without notice. © 2026 Store Fittings Direct. Not to be copied or reproduced without permission.

Scan to view online

Specification

Screen size	2.13" diagonal
Active display area	47.8 mm × 23 mm
Resolution	250 × 122 pixels
Display	Electronic paper (e-ink)
Communication	2.4 GHz wireless, frequency hopping, via the SFD ESL access point
Operating temperature	-25°C to 10°C (freezer range)
Ingress protection	IP68
Power	Lithium manganese coin cell battery. No wiring, no charging
Mounting	Requires a holder, sold separately: shelf edge track, clip, desktop stand or another option to suit the fixture

Made for the freezer aisle

Paper tickets in a freezer go damp, curl and fall off. The 2.13" freezer label stays sealed and readable through the cold, the condensation and the cabinet glass, and every price change is made in the portal instead of on the shop floor, so staff spend less time with freezer doors open.

Mounts and holders

Every label needs a holder, ordered separately. The right one depends on where it is going: shelf edge track for shelving, clips for glass and vertical surfaces, desktop stands for counters and tables, and other options for hooks, baskets and stacked goods. Tell us the fixture and we will match the holder to it.

Not sure which size? Page 3 shows the screen at true size. Print it and hold it against the shelf, and compare it with the rest of the range in our ESL size guide.

Talk to someone who sells this every day

Send us a floor plan and we will work out the labels and access points your site needs.

Call 0116 318 4182

Store Fittings Direct is a trading name of CHF Solutions Ltd, registered in England & Wales 12316756. Specification may change without notice. © 2026 Store Fittings Direct. Not to be copied or reproduced without permission.

Scan to view online

Check the screen size before you order

This page shows the screen area of the 2.13" freezer label at true size. Print it, check the scale bar, and hold it where the label will go. The housing adds a border around the screen; ask us for the exact housing size for your fixture.

1

Print this page

A4 paper, at 100% or "actual size". Do not tick "fit to page" or "shrink to fit".

2

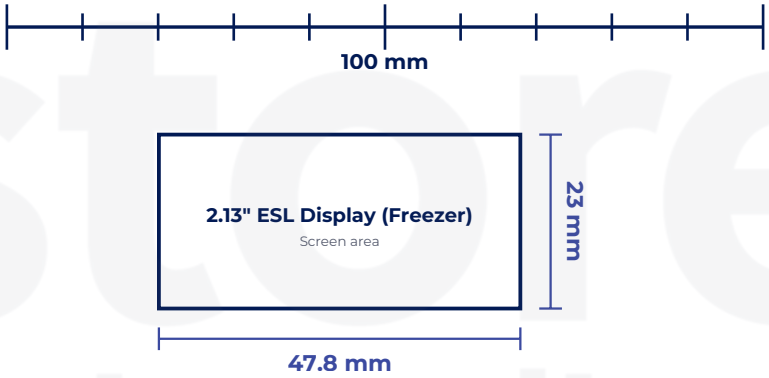
Check the bar

Measure the bar below with a ruler. If it reads exactly 100 mm the print is to scale.

3

Cut and try

Cut along the dotted line and hold the piece against your shelf edge, peg or stand.



2.13" ESL Display (Freezer) · 97204569 · Screen area 47.8 × 23 mm

Store Fittings Direct is a trading name of CHF Solutions Ltd, registered in England & Wales 12316756. Specification may change without notice. © 2026 Store Fittings Direct. Not to be copied or reproduced without permission.

Scan to view online