ESL ELECTRONIC LABELS

4.2" ESL Display

Electronic paper label that shows whatever you send it: prices, names, allergens, locations, room bookings, instructions. Updated wirelessly, holds its image with no power, and reads like print.

Product code **31395803** | Screen **4.2"** | Range **Ambient**



Overview

A near-square label with room for a product name, description, price and barcode together. The usual choice for counters, cabinets and stand mounting.

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

- **Paper-like e-ink screen** in black, white, red and yellow, with no glare and no backlight
- **Wireless updates** sent to one label or every label at once
- **Ultra low power,** so battery life runs to years, not months
- **Slim housing** for shelf edge strip, clips, stands and adhesive track

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: 4.2" ambient

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	4.2" diagonal
Overall dimensions	97.4 mm × 88.9 mm × 13.8 mm
Active display area	84.8 mm × 63.6 mm
Resolution	400 × 300 pixels
Display	Electronic paper (e-ink), four colour: black, white, red and yellow
Communication	2.4 GHz wireless, frequency hopping, via the SFD ESL access point
Operating temperature	0°C to 40°C (ambient range)
Power	3 × CR2450, replaceable. No wiring, no charging
Battery life	Typically 3 to 10 years, depending on how often the label updates
Mounting	Requires a holder, sold separately: shelf edge track, clip, desktop stand or another option to suit the fixture

One label, many jobs

An ESL is a screen you can write to from anywhere, so it is not tied to one trade. The same 4.2" label is used for shelf edge pricing, buffet and allergen cards, bin and pick locations, meeting room and desk booking, patient and bed boards, exhibit captions, workshop job cards and anything else that is printed and re-printed today.

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 of this sheet prints at true size. Cut it out 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 size before you order

This page is drawn at true size. Print it, check the scale bar, cut along the dotted line and hold it where the label will go.

1

Print this page

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

2

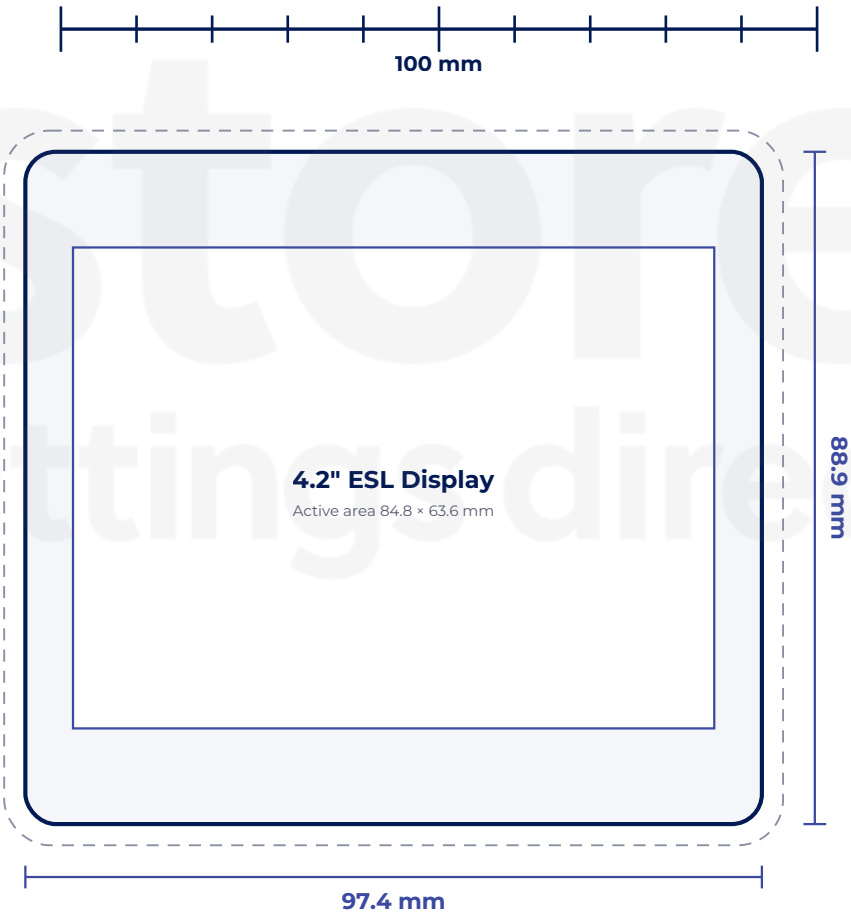
Check the bar

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.



4.2" ESL Display · 31395803 · Overall 97.4 × 88.9 × 13.8 mm · Active area 84.8 × 63.6 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