
Partial self-service SPAR Supermarket opens in Norway

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On 15 March, the SPAR Supermarket Atrå in Tinn, Norway, opened its doors to the public following investment in a new concept. Technology has been installed which enables the store to operate on a partial self service, allowing customers to access the store 24 hours a day.

The new SPAR Supermarket Atrå opened to great excitement amongst the local community. The technology integrated in the store results in the store being open 24 hours a day, every day. Customers from the nearby village and passers by can now shop whenever they want.

Technology enabled shopping

Staff will be instore during normal opening hours, and then customers can unlock the doors to the store themselves using their payment card. Information is provided on screen to guide customers on how the technology works as they shop, and how the shopping experience will differ compared to when staff is instore.

Easy checkout

Inside the 500m² SPAR Supermarket, customers can shop for all of their grocery needs. There is an extensive fresh range including fruit and vegetables and baked goods plus a wide range of food and non-food products. Once customers have completed their shopping, they can check out through the self-checkouts. There is a help button if a customer needs assistance. Once the customer has paid, they can then scan their receipt at the gates to exit the store.

Customers were delighted to have a store which is open 24/7 in their vicinity, and the technology will make their shopping a little bit easier.

You can watch the video of the opening of the SPAR Supermarket in Atrå [here](https://vimeo.com/931056601) (<https://vimeo.com/931056601>).



SPAR Atrå opening

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Source: SPAR Norway (https://www.linkedin.com/posts/kjopmannshuset-norge-as_blir-verdens-f%C3%B8rste-spar-butikk-av-sitt-slag-activity-7174028842569859072-paFI?utm_source=share&utm_medium=member_desktop)

Read more (<https://spar-international.com/pressroom/?cntry=40>) about SPAR Norway

About SPAR Norway

NorgesGruppen ASA is the parent company of SPAR Norway. It is the market leader in the Norwegian grocery market. NorgesGruppen AS was granted by SPAR International the licence to operate the brand in Norway in 1984.

(<https://www.linkedin.com/shareArticle?mini=true&summary=Partial self-service SPAR Supermarket opens in Norway&title=f1&url=https://spar-international.com/news/partially-self-service-spar-store-opens-in-norway/>)

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