

Modernizing the pharmacy front-of-store



The role of the counter is changing— and so should the rest of the experience.

Every pharmacy visit is a little different. Some are fast and functional. Others are more personal, focused on patient care, consultations, or health-related questions. Customers expect a level of ease and efficiency that respects their time and privacy.

But the pharmacy front-of-store hasn't kept pace. Simple purchases still require counter-time. Privacy-sensitive products still draw awkward attention. And stock management often relies on manual checks, assumptions, or end-of-day surprises.

That's where **Fast4shop**, developed by Futurian, and Zebra come in. The pharmacy front-of-store is reimagined—removing friction from everyday purchases while giving teams the visibility and time they need to focus on what matters most: people.

What emerges is a modern pharmacy experience that's contactless, touch-screen-free, and thoughtfully designed following the **Aseptic Retail paradigm** coined by Futurian SL. Behind the scenes, Fast4shop delivers real-time, unit-level inventory and expiry-date visibility, helping pharmacies protect margins and keep essential products available. For customers, that means fewer out-of-stocks and a smoother, more discreet front-of-store experience.



How pharmacies benefit

Fast4shop simplifies retail so teams can focus on care.

- Frees up staff from routine transactions
- Makes personal purchases feel more comfortable
- Keeps essentials stocked and visible
- Reduces waste from expired products
- Helps create a faster, more modern front-of-store

From friction to flow

Fast4shop created a contactless and touch-screen-free self-checkout (SCO) solution for front-of-store products, integrating RFID and EAS-RFID/EAS-AM/EAS-RF loss prevention technologies. Built to simplify self-checkout, stock management, and security, the platform integrates seamlessly with Zebra's RFID technology. Customers place their items in the checkout zone and pay—no scanning, no touchscreens, no waiting.

A key innovation from Fast4shop is its pharmacy-specific RFID tag—engineered to deliver consistent reads for front-of-store products. The RFID tag provides real-time visibility into individual items, including expiry dates. The result is smoother self-checkout and more accurate, real-time inventory.

With transactions under 15 seconds, Fast4shop helps keep lines short and staff attention where it matters most—on patient care. Shorter queues also help reduce abandoned purchases and keep customers engaged with front-of-store products. It's a smarter way to serve customers while reducing pressure at the counter.



For today's shoppers, speed is service

76% want to get in and out of stores quickly, yet long lines remain a top barrier.*

The Fast4shop effect

Self-checkout transactions complete in <15 seconds, no scanning, no touch screens, no wait.

*Zebra Technologies, 18th Annual Global Shopper Study, 2025.

How Fast4shop reshapes the pharmacy visit

Pick	Drop	Recognize	Pay	Secure	Sync
Customer selects items from shelf	Items placed in Fast4shop SCO station (no scanning, touchless)	RFID instantly identifies each product	Quick and contactless	Tags and alarms deactivate automatically	Real-time item-level inventory and expiration data sync to ERP systems
No staff needed for front-of-store guidance	Fast, easy, and hygienic	Accurate reads, no manual entry	Fast, uninterrupted checkout	No bottlenecks at the exit	Always-on visibility, fewer stockouts or waste



Every interaction is optimized for pharmacies—discreet, hygienic, easy to use, and designed to support the modern aseptic retail standard.



Beyond the counter, everything gets easier

It's not just the checkout that's changing. RFID is quietly transforming how pharmacies manage stock, protect margins, and stay one step ahead. Behind the scenes, RFID brings visibility, control, and confidence to every front-of-store product.



Now the entire store comes into view

RFID makes it easy to see what's on the shelf, what's nearing expiration, and what needs replenishing—without disrupting daily routines. Stock checks once took hours; now they can be completed in minutes across thousands of products. Staff stay focused on patient care and higher-value tasks—without disrupting shoppers or daily pharmacy operations.

Security improves, too. Higher-value items can remain on display—no need to lock them up or store them behind the counter. That means a smoother experience for customers and fewer steps for staff. The Fast4shop system automatically deactivates security alarms—AM, RF, or RFID—at the point of payment.



Deployment is straightforward

Zebra ZT231R and ZD621R printers make it easy to print RFID tags in store, so products stay tagged and ready for sale. The checkout station is equipped with Zebra's MS47 Series Fixed Mount Imager, enabling customers to scan loyalty cards and earn rewards—all within the same fast, contactless experience.



What once felt transactional now feels effortless

This is retail that respects the pharmacy's role in everyday healthcare—quick, discreet, and designed to support the modern hygiene and aseptic retail standards. For staff, Zebra TC22R Integrated Handheld RFID Reader makes inventory checks fast—even during business hours. Loss prevention happens automatically. And the counter stays clear for care and private conversations.

Getting started is simpler than you think

Fast4shop isn't just another retail tech company. They've purpose-built a self-checkout solution for the pharmacy front-of-store—and made sure it works in the real world. From day one, the solution is designed to fit into existing pharmacy workflows and connect with ERP systems. Real-time, unit-level insight helps simplify life for staff and customers alike.

Zebra provides the proven technology behind the scenes—RFID printers, scanners, and mobile devices that power real-time insight and fast performance. Fast4shop brings it all together, delivering a seamless experience that works from shelf to checkout to back office.

You don't have to figure it out alone

Fast4shop works with Zebra partners who understand both technology and your environment. That means deployment, integration, and ongoing support are handled by local experts—people who speak your language, know your pharmacy systems, and are invested in your success.

When pharmacy visits feel easier, more private, and more efficient, everyone benefits

Let's bring that to life. Let's modernize the pharmacy experience.

Talk to your Zebra representative or Fast4shop local distributor to explore what's possible.



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