

A brand new outfit: Wincor Nixdorf helps House of Fraser set up new stores

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House of Fraser, the department store chain which is home to many of the world's most famous brands, had a target to open four new stores in the UK and Ireland during 2008, and enlisted the help of Wincor Nixdorf to implement the point-of-sale (POS) infrastructure.

With two new stores in Belfast and High Wycombe having opened in March, the operation has already been a success.

Duncan Gray, Director of IT Services at House of Fraser says: "We were confident that Wincor Nixdorf could get the POS infrastructure up and running on time. Their experience in the UK and European retail markets and their track record of successful large-scale implementations is extremely impressive, so we knew we were in safe hands."

Wincor Nixdorf's contribution to the outfitting process helped House of Fraser launch its two new stores on time – and both are already beating sales records.

"House of Fraser is the first blue-chip retailer to create a significant presence in Belfast, and we are proud to be playing a part in the city's rebirth," says Duncan Gray. "The immediate success of the Belfast and High Wycombe stores has demonstrated that by making the right strategic investments in new stores, we can gain competitive advantage while the rest of the retail sector struggles to keep up."

"We are looking forward to working with Wincor Nixdorf again on other outfitting projects," concludes Duncan Gray. "The experience, pragmatism and flexibility of the Wincor Nixdorf team is a huge asset – and by leaving the POS infrastructure to the experts, our in-house team can concentrate better on retail-related issues."

ENDS

NOTES FOR EDITORS:

Print-res pictures available of House of Fraser store fronts

FURTHER INFORMATION FROM:

Mandy Sharma
Marketing Manager
Wincor Nixdorf
Tel: 0118 936 5092
Email: mandy.sharma@wincor-nixdorf.com

COMPANY BOILERPLATES:

HOUSE OF FRASER

House of Fraser is one of the best known names on the UK high street, and the acquisition of the company by the Highland consortium in November 2006 marked the beginning an exciting new chapter in the department store's history.

With an enviable 61 locations across the UK & Ireland, House of Fraser has presented customers with an unrivalled nationwide department store for more than 150 years. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff & 10,000 concession staff through 5 million sq ft of selling space.

Customers can also shop at House of Fraser through the recently launched transactional website <http://www.houseoffraser.co.uk>.