

Top lifestyle and leisure brand Weird Fish supports expanding retail operations with systems from Eurostop

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Eurostop, a leading supplier of retail management systems to the fashion, footwear and lifestyle market has been selected by Weird Fish to provide solutions to support the company's growing retail operation.

A well known, leisure and lifestyle clothing and accessories brands that supplies over 450 independent stores throughout the UK, Weird Fish will use Eurostop solutions to manage stock across its expanding retail operation. Weird Fish is one of the fastest growing lifestyle brands in the UK and currently has ten stores.

The company will use Eurostop's e-rmis at its head office in Cheltenham and e-pos in the stores, replacing an older system that the company had outgrown. The sales data, which can be analysed in depth using Eurostop's e-cubes data mining tool, will enable the merchandisers to ensure that the right stock is in the right place to maximise sales. The new system, which integrates with Microsoft Dynamics AX, will ensure that replenishment is timely and accurate, and stores receive the stock they have asked for, rather than what head office decides to send.

John Stockton, Managing Director at Weird Fish commented, "Weird Fish is expanding from our traditional wholesale base into retail. The focus of the stores is to promote the brand, build awareness and make a fuller range of products available to a wider audience. Our investment in the Eurostop system means that we are able to place greater emphasis on better merchandising and improving support for point of sale. This will help us to maximise sales opportunities."

Jon Goodwin, Financial Controller at Weird Fish said, "The Eurostop system gives us much more detailed and reliable information which will enable us to run our retail business more efficiently. As our product ranges continue to expand it is crucial to the success of the operation that we are able to manage our stock as efficiently as possible."

Jon Goodwin continued, "We were looking for a technology partner that we could build a strong relationship with and work closely with in the coming years. Eurostop has an impressive client list, good references, we liked the look of the system, it integrates to Microsoft Dynamics AX and we felt that Eurostop was a good match for Weird Fish."

Phillip Moylan, Sales and Marketing Manager at Eurostop Systems said; "With our strong retail background Eurostop understands the challenges that growing retailers, and in particular wholesalers moving into retail face. We work closely with our customers, to understand their needs and develop the systems that best meet those requirements, enabling them to concentrate on their business, empowered by Eurostop technology."

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NOTES TO EDITORS:

About Weird Fish

Weird Fish is the operating brand name of Freedom Sailboards Limited. The company was founded in Cornwall in 1981 to distribute water-sports products throughout the UK. In 1986 the company changed its emphasis to concentrate on leisure clothing, still aimed at water-sports customers.

In 1993 the brand Weird Fish was launched. Since then the brand has grown steadily and is widely accepted by outdoor leisure enthusiasts.

In 2005 the first Weird Fish standalone store was opened in Bath and now there are ten shops in the group, Ilkley, West Yorkshire being the most recent one to open and the online store.

Weird Fish supplies over 450 independent lifestyle and leisure stores throughout the UK with branded clothing and accessories.

For more information, please visit: www.weirdfish.co.uk

About Eurostop

Founded in 1990, with operations in London, Singapore and Shanghai, Eurostop provides complete solutions for Retail Management for the Fashion, Footwear and Lifestyle sectors encompassing both hardware and software.

Eurostop's flagship products consist of:

e-rmis: A suite of head office management applications.

e-pos: EPOS system for standalone shops, concessions and franchises that can be easily integrated with e-rmis for larger users.

e-commerce: Ready-to-go e-commerce solutions for Independent retailers that can be purchased outright, or as a hosted service.

e-data: The collection of tenants data from Shopping Malls for multi-purpose use.

e-cubes: Data Mining. A bespoke reporting tool which allows the slicing and dicing of data as well as selective publication of results and graphical representation.

e-time: The capture of staff working hours which aids in monitoring both stores and staff performances and productivity.

All Eurostop's solutions can be fully integrated with other management and business systems, and all major ERP systems including Microsoft Dynamics and Axapta.

As well as advising on and supplying suitable hardware, Eurostop also undertakes training, support and

custom development. Its systems are available in several different languages including Chinese.

Eurostop has accreditation for Chip and PIN solutions, and together with partner Anderson Zaks provides a Chip and PIN managed service.

High profile customers include: Ann Summers, Ben Sherman, Cult Clothing, Daks, Firetrap, Full Circle, Ghost, Joseph, Joy, Long Tall Sally, Matches, Octopus, Oliver Sweeney, Paul & Joe, Pavers Shoes, Pentland Brands Plc, Punkyfish, Sonneti, Speedo, Trespass, etc.

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