

FatFace chooses Eurostop systems for new stores on US East coast

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UK outdoor lifestyle clothing brand expands into US

Eurostop, a leading supplier to fashion, footwear and lifestyle sectors, has announced that FatFace is using Eurostop's e-pos Touch for its new US stores. The UK lifestyle clothing brand has opened three new stores in Newport, Rhode Island, Portland, Maine and Springfield, Massachusetts, adding to its existing 220 retail stores in the United Kingdom and Ireland, with more stores already planned for later this year.

A key decision factor in deciding to partner with Eurostop was their experience in implementing retail systems in the US, particularly the ability to deal with regionalised taxation.

The company has integrated Eurostop's solution with its existing stock fulfilment and despatch system, DLX, in the new US stores. All sales are recorded at tillpoint using e-pos Touch, providing access to up to the minute, accurate sales reports.

The stores use Eurostop e-pos Touch on the fixed tills as well as Eurostop's Mobile POS, a fully portable Windows tablet. The mobile POS tablet enables staff to move freely around the store and yet have access to all product, brand or customer information at their fingertips. In addition, the wireless solution is fully compatible with the paperless receipts, which can be sent to the customer via email.

Deborah Loh, Marketing Manager at Eurostop stated; "We have designed our solutions to be flexible and easy to integrate with retailers' existing systems and to support future growth plans. Capturing customer and sales data is a vital element to assist retailers to develop personalised and localised marketing campaigns. In addition, the ability of our systems to deal with country specific taxation means we can facilitate our customers' plans for expansion internationally."

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About Eurostop

Founded in 1990, with operations in London, Singapore, Shanghai, Xiamen and Hong Kong, Eurostop provides complete solutions for Retail Management for the Fashion, Footwear and General Merchandise 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.

Mobile POS: wireless/mobile epos designed to run on Windows tablets with integrated Chip & PIN – ideal for boutique environments where there is less emphasis on the central payment desk

e-commerce: Connected e-commerce for centralised reporting across all your channels.

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.

e-fulfilment: Intelligent optimisation of e-commerce orders for multi-channel retailers.

e-manager: Middleware layer that enables the fast, reliable synchronisation of product and pricing data from most major ERP solutions to your e-pos estate.

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

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 partners Anderson Zaks and YESPay, provides a Chip and PIN managed service.

High profile customers include: Aquascutum, Ann Summers, DAKS, Ghost, Help for Heroes, Joseph, Pavers Shoes, Pretty Green, Pentland Brands Plc, Speedo, Trespass and many more.

For more information visit: EUROSTOP (<http://www.eurostop.com>) or contact:

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