

# Trotters Childrenswear rolls out new Eurostop retail systems with seamless project management

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New connected solutions replace legacy systems within weeks and dramatically improve speed of fulfilment during the busy 'back to school' season

Eurostop has announced that Trotters, the independent children's clothing retailer has implemented additional new features from Eurostop's suite of connected EPOS and retail solutions for its stores, head office, warehouse and website within just a few weeks. Trotters, already an established user of e-pos touch, EPOS estate manager and e-rmis, has recently rolled out the e-mobile and Warehouse Locations modules. The new modules provide Trotters' management with anytime, anywhere access to real-time sales figures from any sales channel, and have reduced the time for warehouse picking by half, which enabled the retailer to handle increased sales during the busy 'back to school' season.

Eurostop took a phased approach with project management and closely examined existing business processes so as to minimise disruption to the business, enabling Trotters to remain fully operational throughout the implementation. This was particularly important during the busy 'back to school' season, where Trotters was able to handle replenishment to stores and fulfilment of online orders in half the time, using Eurostop's Warehouse Picking module.

Natasha Lunney, COO at Trotters Childrenswear commented; "The Eurostop implementation was one of the smoothest and quickest system rollouts that we have ever seen. The experience of the Eurostop team shone through as they were able to advise on how best to streamline our processes to get the most out of the new system, and to support the business going forward."

The Eurostop solution also provides up to the minute and accurate sales figures from all channels directly to the Directors' and Managers' mobiles, using e-mobile. The business insights reports afford further filtering of information, supporting fast and informed business decisions that allow Trotters to react quickly to consumer demand.

Integration of Eurostop's stock control systems with Trotter's e-commerce platform from Shopify ensures accurate synchronisation of stock position and prices, so that orders are fulfilled as efficiently as possible. In addition, custom integration to connect Trotters' stock control with the Start-rite system enables replenishment of shoes to be managed automatically by Start-rite.

Dinesh Peerez, Head of Sales at Eurostop, said; "We are committed to providing the solutions, project management and ongoing support to enable retailers to enjoy the benefits of Eurostop Retail Systems with minimal disruption to the business, even when migrating systems is involved. A systems transition can be a concern to retailers, but we have designed our own processes to ensure that they are as seamless as possible."

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About Trotters

Founded by Sophie Mirman and husband Richard Ross, the first Trotters store opened its doors in October 1990 at 34 Kings Road, Chelsea, London, SW3 4UD.

Trotters was the first store dedicated solely to children. Catering from top to toe, and offering a fantastic range of clothes, shoes, books and toys, the store also boasts a magnificent hairdressing department with a giant fish tank. It is still the same family-owned and run business as a quarter of a century ago, committed to providing excellent customer service and a fun shopping experience for both parents and children, expanding to six stores in and around London as well online.

Originally concentrating on the 0-8 age group, customer demand has led Trotters to increase this to 0-11 years. New ranges are introduced all the time as Trotters sources the best from all over the world. All of the clothing is exclusive to Trotters.

As a team, Sophie and Richard were involved in the establishment of the Tie Rack in England and went on to create Sock Shop and thereafter Trotters. Sophie has won many awards including the Veuve Clicquot Businesswoman of the Year, Marketing Woman of the Year and Motivator of the Year.

Since the beginning, its ethos has not changed: to provide superb quality and an excellent shopping experience for both parents and their children.

For more information please visit:

Trotters (<http://www.trotters.co.uk>)

#### About Eurostop

With over 25 years' experience, Eurostop provides a range of products and services to help retailers of all sizes in the fashion, footwear and lifestyle sectors manage their business. Founded by retailers Eurostop demonstrates time and again its deep understanding of the issues that retailers face every day.

Eurostop solutions manage EPOS, stock control, merchandise, fulfilment, warehouse picking and packing, and footfall. To ensure that retailers get the best out of the systems and keep on top of their business, Eurostop provides a range of easy to use analysis and reporting tools. Eurostop systems integrate with all the major ERP and e commerce platforms, providing customers with a truly best in class approach.

People use Eurostop's systems in over 30 countries worldwide, and are supported from operations in London, Singapore, Shanghai, Xiamen and Hong Kong. High profile customers include: ANTA, Aquascutum, Erke, FatFace, Help for Heroes, Joseph, Marks & Spencer, Missguided, Pavers Shoes, Pretty Green, Pentland Brands Plc, Trespass and many more.

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

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