



Case Study: The Shoe Fits for Stylo

Stylo implement the DigiPoS Retail Blade

Stylo, a shoe retailer comprising the brands Barratts, Shellys, PriceLess and Shutopia, has signed a £600k deal with DigiPoS Store Solutions to implement their Retail Blade EPoS system across its entire estate. With approximately 380 stores across the different brands 480 Retail Blades have been installed.

Alongside Retail Blade, the deal with DigiPoS includes the implementation of touch screen technology designed to change the way staff interact with their customers at the point of sale.

David Postle, retail systems manager at Stylo commented:

"As the majority of our stores are essentially single lane reliability was key in our decision to upgrade our EPoS systems. We had trialled DigiPoS' Retail Blade previously and at that time had been impressed with the hardware's functionality and ease of use. Additionally, DigiPoS' list of existing customers was a major factor in our decision to go with them not to mention the fact that we see the hardware as a firm technology foundation for the foreseeable future."

Ian Patterson, Managing Director of DigiPoS Store Solutions comments:

"We are delighted to announce this deal with Stylo. Retail Blade has proved its reliability within the shoe and apparel sectors and at this point we are looking forward to working with Stylo as part of their technology refresh to improve the in-store customer experience."

About Stylo

Stylo boasts a formidable portfolio of businesses, and its expansion and growth is reflective of nearly a century of experience and sound business acumen. This has made Stylo the leading shoe retailer it is today. A family run business consolidated from three separate companies in 1935, the business was floated on the Stock Market over 70 years ago under the name of 'Stylo Boot Company (Northern) Limited'. Over the years there have been many changes, exciting developments and acquisitions but Stylo has always retained its positioning at the forefront of British shoe retailing. The business developed rapidly and by 1964, with 150 stores nationwide, the company put in a bid to buy W Barratt and Company. After seeing off fierce competition the bid was accepted and today there are over 180 Barratts stores, 200 branded concessions and over 200 discount footwear outlets under the PriceLess fascia. For further information log onto www.stylo.co.uk

About DigiPoS Store Solutions

Established in the UK in 1994 the DigiPoS Store Solutions has delivered its specifically 'Designed for Retail' DigiPoS hardware brand right across the retail sector. Now operating in over 16 countries throughout Europe, Africa, Asia and North America, the company continues to enhance its reputation as the specialist retail solutions provider. The group has received considerable recognition for providing cost-effective, high performance hardware and services combinations, whilst building a reputation for innovation and value. DigiPoS Retail Blade, Dynamic Blade and Retail Core technologies have seen the company win numerous awards including European Retailers Supplier of the Year. Its flagship software application Retail SAAS is also set to change the way in which Retailers approach application deployment. For further corporate information log onto www.digipos.co.uk

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