



Press Release: New Look



New Look have awarded a contract for the supply of PoS systems and service implementation to DigiPoS Store Solutions worth in excess of £2.4M

December 2009

New Look one of Europe's largest fashion retailers has upgraded all of its existing and new store formats with the DigiPoS Retail Blade PoS system. This now brings all stores on to a consistent platform with 4,500 systems in the UK and Europe.

New Look also commissioned the DigiPoS Services division to project manage and implement in excess of 2,000 systems across 450 stores in a rollout period of 12 weeks.

Geoff Gardner, Head of IT, New Look comments; "DigiPoS were selected for the hardware and services implementation due to their ability to project manage both aspects of this highly aggressive rollout. The DigiPoS Retail Blade has shown us considerable savings over the past three years in all areas of support and maintenance."

Ian Patterson Managing Director of DigiPoS comments; "This continuation of business with New Look is a testament to the ability of our hardware and the support of the UK team in working with a major player in the UK retail market."

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-solutions.com

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