

## PRESS RELEASE

October 2010

# *ALWORTHS stores have chosen the Odysseé PACK by POSLIGNE!*

Runcorn & Lisses, 18<sup>th</sup> October 2010 ; **ALWORTHS**, the UK retail chain of high street general merchandise stores, has selected the **Odysseé** all-in-one terminals (EPoS IT systems) by **POSLIGNE**<sup>®</sup>, together with their matching ODP 200 receipt printer, to equip its stores.

So far, **51 POSLIGNE**<sup>®</sup> **Odysseé Packs** have been rolled out to **over 14 stores** across the UK, through **FUTURA**, **ALWORTHS'** EPoS software partner; the chain has opted for the Odysseé hardware with a pearl white base, together with modular Indigo blue Clip'n Colour systems (*interchangeable clips on the frame and sides of the system + cover of the matching printer*).

*"The first ALWORTHS store opened in November 2009 and so far there are 14 ALWORTHS across the UK, with more openings planned"*, explains **Mr Andy LATHAM**, Managing Director of ALWORTHS.

*"The **Odysseé Packs** perfectly meet the needs of the modern, bright and fresh ambiance of our stores' interiors; they also match the colours of our brand. Additionally, the AURES equipment is really robust, reliable and easy to install - and user friendly as well; our staff and till operators love it!"* he ended.

*"We are glad that our **POSLIGNE**<sup>®</sup> hardware met the requirements of **ALWORTHS**"*, explained **Mr David WOODS**, Head of the AURES Group in the United Kingdom. *"ALWORTHS loved the look and style of the Odysseé systems, and seeing that we could maintain their colour scheme and brand identity right to the point of payment was a real benefit"* he added.

**POSLIGNE**<sup>®</sup>



EPoS TO MATCH YOUR STORE DECOR

## About ALWORTHS

ALWORTHS Ltd was created in 2009 by Mr Andy LATHAM, ex- Head of Store and Concessions Development at the former WOOLWORTHS.

The Chain is a general retailer stocking a mix of branded goods such as toys, sweets, homeware, stationery, entertainment products, seasonal goods and garden items.

ALWORTHS stores are located in Didcot, Evesham, Warminster, Wokingham, Cosham, New Milton, Cupar, Forfar, Alloa, Llandudno, Tiverton, Swadlincote, Newhaven and Hertford (UK).

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[www.alworths.com](http://www.alworths.com)

## About FUTURA Retail Solutions Ltd

FUTURA has an unrivalled understanding of retailers' needs after spending over 15 years focusing solely on the retail sector to offer the best technological solutions. The Group supplies mid-sized lifestyle retailers with a robust and affordable POS, merchandising, stock control and CRM system, designed to improve customer experience, give management the best vision and control, whilst driving cost savings and efficiencies.

Chosen by fashion houses and department stores worldwide, FUTURA's solutions serve UK and international retailers such as Oliver Bonas, Crew Clothing, General Trading Company, Cath Kidston, Jarrold's, Alworths, Ulster Stores, 99p stores, the Conran Group, Tommy Hilfiger of Germany, Diva of Australia, the Merlin Entertainments Group of UK, Fossil of Switzerland, Compagnie des Alpes, Jersey World of Pearl and Rubaiyat of the Middle East, etc.

With a Group turnover of over 19 million Euros, FUTURA has over 120 employees, over 2,300 customers and more than 22,000 installations in 23 countries.

[www.futurauk.com](http://www.futurauk.com)

## About the AURES Group

Founded in 1989 and listed on Euronext Paris since 1999, the AURES Group develops and manufactures point-of-sale terminals and systems as well as related peripherals, which it markets under the POSLIGNE® brand.

Acclaimed for its reliability and performance, this PC-based, open-system hardware is designed to provide management and till functions in specialist food and non-food stores, mass retail outlets and the hotel and catering industry, and all points of service.

Offering hardware featuring innovative designs and a wide range of fully interchangeable colours, the AURES Group is positioned as the most creative leader in its field.

Distribution of POSLIGNE® systems is based out of AURES' headquarters in France, the Group's three subsidiaries in the United Kingdom, Germany and the USA, and a distributor network present in over forty countries.

[www.ares.com](http://www.ares.com)

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*Odysse Pack (pearl base + indigo blue clips)*



**ALWORTHS store in London, equipped with Odysse by POSLIGNE® systems and receipt printers**