



**R E N Z A C C I U K P L C**

## **PRESS RELEASE**

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**Header :EPoS rocks but don't spoil the ship for a ha'porth of tar!**

"The introduction of electronic point of sale systems in retail drycleaners has certainly brought the industry into the 20<sup>th</sup> century" says Renzacci UK Managing Director, Jason Alexander. "However, to be worthy of the early part of the 21<sup>st</sup> century, any EPoS system should be a fully integrated part of a retail drycleaners – and that includes linking the EPoS system to a conveyor to create a truly professional set-up".

Renzacci UK is the largest supplier of automatic conveyors in this country, having already successfully completed about 200 installations. The Company is the sole UK importer of equipment from Italian manufacturer, Advanced Conveying Systems (ACS). Renzacci UK works in partnership with the leading EPoS brands, including, for example, Dry Stream and LM Computers, providing them with hardware connections and software codes.



Without an integrated conveyor, the EPoS operator still needs to leave his till to go and hunt for the garments. Compare that with an integrated system, where the staff member simply inputs the last three digits of the till receipt on the touch screen of the electronic till and the customer's order is automatically delivered to him. "That looks so much more professional than 'hunt the suit' – a game still played by drycleaners who, with their EPoS systems, are so professional in every other way".

EPoS systems offer touch screen technology; generate management reports; avoid the use of ticket books; and offer the possibility of loyalty schemes and discounts for selected customers. Some EPoS systems even allow drycleaners to send an SMS text message to their customers to inform them that their order is ready for collection. It is a logical extension of these refinements that drycleaners should spend a modest amount on an integrated conveyor.

"An EPoS data management system is more than a glorified cash register", says Jason. "The ultimate in professionalism is our latest refinement of the conveyor system, which we are



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calling the Auto Valet. Again manufactured by ACS, it also links back to the EPoS system and is controlled by it.“

As its name suggests, this an automated garment retrieval system, enabling customers to pick up their dry cleaning order at times convenient to the customer, when the shop is closed. A retrieval unit is built into the shop front and operated by the customer using a loyalty card and driven by the EPoS system. Having prepaid at drop-off time, the order is processed by the EPoS system and the customer swipes his card through a card reader on the outside of the retrieval unit to collect his dry cleaning. The completed order is located by the EPoS software and transported to the retrieval unit for the customer to collect.

One of the first retail shops to have installed the Auto Valet is Top Hat dry cleaners in Chiswick, west London. Owner, Mike Moran, who was instrumental in helping design his system with Renzacci UK was fulsome in his praise for Auto Valet: “The system is working perfectly and I am delighted that together Renzacci and I have created a system, the like of which does not exist anywhere else



in this country. Business has been terrific and I have already issued 500 Top Hat cards in a little over 3 weeks since the system was installed. 24-hour cleaning pick up is a key selling point for my business. I expect the investment to be paid back in double quick time and unlike cut-price business building strategies, my margins remain intact.”

Jason concludes: “Sure enough the EPoS system is at the heart of the modern retail drycleaners, but by adding on a conveyor system and perhaps an Auto Valet, it creates a work method that will define the unit in terms of efficiency and productivity. As you will have seen with Top Hat, it can also create great added value opportunities that will differentiate the business from the competition”.

For more information about how to make the most of your EPoS system by integrating a conveying system, readers should call Renzacci on 0208 579 2661 or visit the Renzacci website at [www.renzacci.co.uk](http://www.renzacci.co.uk)