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Press Release
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Aspirational retailer Kurt Muller chooses Eurostop to support planned expansion and provide enhanced management information

Eurostop, one of the top suppliers of Retail Management and EPOS software in the fashion, footwear and general merchandise sector has been selected by Kurt Muller to provide a full retail management and EPOS solution. Eurostop's WinRMIS retail management information system, WinPOS, Gift Account and Customer Loyalty systems will all be installed in time for Kurt Muller's latest store opening at Bridgend. A company wide rollout is then scheduled for its eight branches starting with Basingstoke. The Customer Loyalty module will streamline administration of the Kurt Muller Privilege Club as data will be integrated with other key company systems both at branch level and with the forthcoming web store, enabling sophisticated permission based marketing.

Eurostop's systems will give Kurt Muller fast, in-depth management information. This will support the company in making more informed commercial decisions, and means that buyers will have the latest information on current trends. This will enable the company to replenish stores within 24 hours, ensuring that merchandise is constantly refreshed and keeps pace with customer demand.

Sanjiv Kapoor, Managing Director at Kurt Muller comments, "At Kurt Muller we pride ourselves on our quality and service both in products and at the point of sale. It is important to us to have IT systems that support our branch staff, with detailed customer information at the till which is fully synchronised with head office. Fast real time sales analysis is vital to our business and there is a need to respond to changing consumer demands.

Eurostop were able to meet our requirements and have proven to be a forward-thinking company and dedicated to customer service.”

Phillip Moylan, Sales Manager at Eurostop comments, “Kurt Muller is a sophisticated and upmarket brand with ambitious expansion plans to become a multi-channel retailer. Eurostop is looking forward to working with Kurt Muller to realise those ambitions.”

In November 2003 Kurt Muller plans to launch its online store.

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NOTES TO EDITORS

About Kurt Muller

Klass Act Ltd was formed in August 1999 when it acquired the exclusive distribution rights to retail the Kurt Muller brand in UK, Europe and the USA. Kurt Muller has a highly respected reputation for quality and supplies the very latest in designer menswear clothing and accessories. Kurt Muller is currently trading from 10 stores, with plans to expand to 20 stores during the course of the next 18 months.

Planned future product lines include men's grooming products and fragrances, watches, lighters, luggage youth wear and ladies wear.

About Eurostop

Founded in 1990, Eurostop provides complete solutions for Retail Management for the fashion, footwear and general merchandise sectors encompassing both hardware and software.

Eurostop's flagship products consist of:

WinRMIS: A suite of head office management applications.

WinPOS: EPOS system for standalone shops, concessions and franchises which can be easily integrated with WinRMIS for larger users.

Customer Loyalty: Holds valuable customer data enabling sophisticated permission based marketing.

All Eurostop's solutions can be fully integrated with other management and business systems, and all major ERP systems.

As well as advising on and supplying suitable hardware Eurostop also undertakes training, support and custom development.

High profile customers include: Ann Summers, Granditer Menswear, Knickerbox, Long Tall Sally, Mikey, Paver Shoes, The Flannels Group, The White Company.

Eurostop took part in the Northampton Town trials of Chip and PIN with NatWest Bank and retailer Ann Summers.

For more information visit: www.eurostop.co.uk or contact:

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