

Midcounties Co-operative increase in-store compliance for all POS and tickets

The Midcounties Co-operative, the second largest independent co-operative in the UK, has upgraded its NetTickIT software from Pierhouse to saving time and unnecessary printing at its 214 stores.

The upgraded system provides a better overview at Head Office, giving the ability to proof and print all tickets and online artwork before releasing them to stores. This reduces labour time at head office and in-store. The Head Office team can also monitor in-store printing.

Peter Westall, Head of Central Operations at Midcounties, said: “We already use NetTickIT for in-store printing and looked at how we could make our systems more efficient. The Head Office application allows us to monitor printing in-store and ensure consistency across our estate.

“It also means stores which vary in size and range of stock need only print out tickets for items that apply to them, which reduces waste.” The upgraded system now allows stores to amend the Country of Origin on Produce shelf edge labels in-store. Previously they would have added a sticker showing the changed country of origin to the shelf edge label. This has allowed greater flexibility at store level for printing and keeping product on the shelf with the correct ticket in minutes.

Malcolm Wicks, Marketing Director at Pierhouse, said: “The NetTickIT Head Office application allows higher levels of reporting and monitoring in-store so not only can Head Office detect whether stores are printing all the required tickets for display, marketing can trial different types of POS and compare effectiveness across the retail estate to determine which size, offer or design has the greatest impact on sales.

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