

PRESS INFORMATION

Cosmetics chain rolls out state-of-the-art EPOS

“Make Up Story’s” selects the Odysseé POS terminals from the AURES Group

Lisses, Runcorn - 3 September 2013 - The beauty and makeup products chain, **Make Up Story’s** (Gade Cosmétiques Group), has chosen the Odysseé POS terminals from the AURES Group to manage point-of-sale operations in all of its ten stores in France.

A number of stores are already up and running with the new technology and by the end of 2014 approximately 30 POS will be equipped.

The Odysseé hardware is being installed by **Pointex Points de Vente** as part of a solution that includes its specialist EPOS software.

“We’ve have paid particular attention to the contemporary style and colours of the Odysseé systems,” explained Ms. **Alice de Castro**, head of the Make Up Story's network.

“The base of the Odysseé terminal, which we have chosen in the colour pearl with “black piano” clips, blends well into the uncluttered and contemporary décor of our stores.”

“Beyond traditional till management operations, the key driver for our organisation has been to centralise all our store data, in real time, at our headquarters’ IT centre in Pantin,” commented Mr. **Patrick Guerrier**, IT head of Make Up Story’s.

“This has been made possible thanks to the deployment of the Pointex POS software integrated into the AURES hardware,” he concluded.

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About Make Up Story's

Known for leading brands such as *Biguine*, *Hello Kitty*, *Debby*, *Deborah* and *Rouge Baiser*, **MAKE UP STORY'S** is a beauty and makeup distribution network of the Gade Cosmetiques Group. Its first store opened in 2011 in Lyon la Part Dieu, France. The brand now has ten outlets, located largely in commercial centres and shopping malls. By the end of 2014, it is anticipated that the store estate will have grown to 30.

About Pointex

For 20 years, **POINTEX** has delivered software solutions which meet the needs of professionals from all sectors of retail, catering and hospitality. Now with more than 7,000 clients, the company has presence in France via its five regional agencies and a network of certified distributors. Located not only in all the main French cities, the solutions provider is equally represented in Belgium, Switzerland, Holland and Morocco.

www.pointex.com

About the AURES Group

Founded in 1989 and listed on Euronext since 1999, **AURES** manufactures electronic points of sale terminals and systems, and related peripherals. This PC-based, open-system (*EPOS hardware*) is designed to provide management and till functions in specialist food and non-food stores, retail outlets, superstores or the catering and hospitality industry - and all other points of sale and service.

The **AURES Group** - which includes **AURES Technologies** and **J2 Retail Systems** - has global presence, with its head office in France, subsidiaries in Great Britain, Germany, Australia and the USA - and a network of distributors and resellers located in more than 50 other countries.

In 2012, the **AURES** Group pro-forma represented over 40,000 deployed systems and sales in excess of €52 million.

www.ares.com

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Odysse Terminal in the Make Up Story's Store in Créteil Soleil (France)