

## PRESS RELEASE

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*SEQUOIA, a major eco-friendly dry cleaning chain in France, chooses Odysseé EPOS terminals by POSLIGNE® for management and till functions in its outlets.*

Runcorn - Lisses, April 27, 2011; **SEQUOIA**, France's leading eco-friendly dry cleaning chain, has chosen the **AURES Group's Odysseé** point of sale terminals for management and till functions in its stores.

"AURES' hardware features innovative designs and unique, interchangeable colours", said **Nicolas de BRONAC**, CEO of **SEQUOIA**; "these blend in perfectly with our image and style," he added.

The **Odysseé** terminals deployed use **Gesticle@n** software developed by **INFORUM**, which tailored its solution specifically to **SEQUOIA's** brand concept and identity.

### About SEQUOIA

The sole authorised user of *GreenEarth* technology in France, **SEQUOIA** dry cleaning outlets have been offering eco-friendly cleaning techniques since 2007, taking better care of the environment, people and garments – particularly through the use of liquid silicone.

To date, the brand has over 15 owned and franchised stores.

[www.sequoiapressing.fr](http://www.sequoiapressing.fr)



### **About GestiCle@n and INFORUM**

Designed and developed exclusively by **INFORUM**, **GestiCle@n** dry cleaning management software is the result of 15 years' worth of research, experience and knowhow serving local retailers.

**GestiCle@n** incorporates hundreds of features which are specific to dry cleaning. These include handling orders, till management, cards, different rates, loyalty schemes and statistics, as well as sending out targeted e-mails, SMS and text messages.

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

### **About the AURES Group**

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

Acclaimed for its excellent reliability, this PC-based, open-system hardware is designed to provide management and till functions in specialist food and non-food stores, retail outlets, superstores, the catering and hospitality industry and all other points of sale and 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 50 countries.

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

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*Integrated Odysé terminal in SEQUOIA's outlet on Rue Notre Dame de Lorette (Paris 9<sup>ème</sup>)*

*(Photo: AURES 2011)*