

## PRESS INFORMATION

### *Famous Fashion Brand TALLY WEIJL deploys a new POS IT infrastructure Europewide.*

Lisses - Runcorn - Basel, June 2018; **TALLY WEIJL**, the young, fashionable Swiss women's ready-to-wear brand, is revamping its entire point-of-sale IT system in Europe; GK Software's OmniPOS solution has been chosen and will gradually be operational - by 2022 - in the Brand's 450 stores.

The AURES **SANGO** systems have been selected to support the new IT management and POS solution; the roll-out began in 2017 in France, Austria and Switzerland - and all former TOSHIBA-IBM systems will gradually be replaced.

The success story of TALLY WEIJL started in 1984 in Switzerland, when **Tally Elfassi-Weijl** started to develop her first creations, in a small garage. Together with her partner **Beat Grüning**, she started to approach and supply fashion boutiques and retailers and was soon able to develop 12 collections per year. The results were so promising that the two partners set up their first store in Fribourg (Switzerland) in 1987.

The concept was a huge success and the brand opened in Germany in 1997, then in Poland; in 2000, it already owned more than 50 stores in Europe.

Today, with its franchisees, TALLY WEIJL represents 900 stores, in 37 countries, and is one of the big international players in young, accessible and trendy women's fashion.

"This migration to a new software platform will enable us to optimise our multi-site and omni-channel management," explains **Tanguy BAULIN**, IT Retail Manager of TALLY WEIJL.

"The relationship between our customers and the checkout staff is facilitated, as is the IT management, which is simpler and more fluid; the supplies of our stores are also better controlled; the centralisation of our POS information system allows us to have control over all the operational processes in all our shops in real time and it is a plus compared to our former solution".

"We chose white SANGO POS terminals with Skylake I5 processor, for really boosted and improved performance," he continues.

"The modern and slim look of the AURES SANGO terminal fits in well with the fashion world of our brand, unlike the previous POS systems, which were not very ergonomic and too bulky on our sales counters. Additionally, the dual-screen system of the AURES hardware allows digital display applications at the till, which is an advantage for queue management and customer loyalty programs.

The SANGO EPOS hardware is lightweight thanks to its design, which incorporates an elegant aluminium offset stand, but nonetheless extremely robust; the modular design of the range, the power and reliability of the fanless processor (without ventilation) are a guarantee of stability over time;

without forgetting the high quality multi-touch capacitive touch screen, which offers major precision and excellent resistance to shocks and scratches, a major advantage in high-traffic stores such as ours.

The international dimension of AURES is another interesting aspect for TALLY WEIJL; we obviously choose partners in a position to support us in our development outside Switzerland and throughout Europe; the AURES Export Department teams have brought us all their experience and commercial, technical and logistical support; they are at our side in all the countries where we install this new solution (France, Austria, Switzerland from 2017 then Germany, Italy, Greece, Poland, Czech Republic and Slovenia)" Tanguy BAULIN concludes.

"Beyond the design aspect, the performance of the AURES hardware during tests with the GK Software, combined with the great ease of maintenance of their "all-in-one" structure, definitely convinced TALLY WEIJL," says **Carlos GASPAR**, Export Director of the AURES Group.

"Our local sales teams have unanimously approved the new AURES POS equipment. The reliability together with ease of use are major assets for our teams in store. Now, they have more time, focussing on our lovely customers. AURES POS supports us in providing an unique and unforgettable shopping experience" concludes **Denis KOLMANIC**, Omni Channel Manager of TALLY WEIJL.



AURES' SANGO dual-screen POS system

### The advantages of the SANGO POS terminal

- Skylake i5 processor for reliability and performance
- Contemporary exclusive design and ergonomics, for easy integration in all space
- The empty space under the touch screen allows can be used for a receipt-printer (or any other POS peripheral)
- Dual screen system for digital display applications at the checkout
- Easy maintenance
- Few external cables
- Precise and resistant capacitive multi-touch panel
- Multi-position tilting screen
- Multiple and accessible connections
- 7 modular colours



**About TALLY WEIJ L - [www.tally-WEIJL.com](http://www.tally-WEIJL.com)**

TALLY WEIJL is an international ready-to-wear fashion brand for young self-confident women. Delivering the latest trends and creating innovative designs have led to the thirty-year success story of the company, always with the aim of making its female customers feel empowered and beautiful.

Founded in 1984 by Tally Elfassi-Weijl and Beat Grüring, the Basel based family business has developed into an omnichannel provider with 900 points of sale in 37 countries and 4000 employees worldwide.

In March 2017, TALLY WEIJL took over 69 retail stores and nearly 300 employees from MIM, a former French fashion retailer.

**About AURES Technologies - [www.ares.com](http://www.ares.com)**

Founded in 1989 and listed on Euronext since 1999, the AURES Group is an IT manufacturer of complete ranges of hardware solutions for the POS (point of sale and point of service, including catering and hospitality businesses) and the Integration sectors (Kiosk and OEM products).

The systems designed and developed by the Group are intended for IT management, till functions and digital marketing at the POS (supply of EPOS touch systems, professional tablets and mobile POS, Retail PCs and Panel PCs, screens and monitors for digital and multimedia displays, interactive kiosks...).

With corporate sales of €85.6 million for 2017, AURES has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 75+ countries.

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**For additional information, please contact:**

**Terri Wright**

Marketing Executive

AURES UK

DDI: +441928 530148

[terri.wright@ares.com](mailto:terri.wright@ares.com)