

# AN OLD FRIEND COMES THROUGH

Armagh helps independent grocer solve its POS 'nightmare'.

**The operators of Brant Food called on Armagh, an old friend of the business, seven years ago when the frustrations of dealing with its first-ever POS system were boiling over.**

"We had nothing but problems with the system we were using at the time," recalls Anthony DiPietro, who owns and operates the Brantford grocer with his father, Stelio. "It was always collapsing and wouldn't reset itself. There were so many bugs in the system it was creating havoc. It was a nightmare, I was getting calls late at night and early in the morning."

The system was also impacting customers, a factor the DiPietros couldn't afford with stiff competition in the Brantford market from major grocers and discounters. "One of the things that we take pride in is delivering great customer service. Our customers like that they can come in here and get out quickly, so it's important to have everything working properly."

Stelio who had dealt with Armagh back in the 1970s when he operated four independent grocery outlets in Hamilton and Burlington, suggested Anthony give the company a call to see if they could provide the answer.

Armagh recommended installation of a fully integrated Catapult grocery scanning system that pulled everything together for managing the fast-growing business. The system enabled Brant Food to automatically update specials and all pricing store-wide, from scales at their

full-service deli to final check-out at one of four lanes.

**"This system has been virtually problem free from the day Armagh did the installation,"** says Anthony. "We have comfort in knowing that specials pricing is always current in the system. I also like that Armagh keeps upgrading the system. That's so important, they are really working with us as a partner to make our business better."

Updates have included new chips for debit and credit transactions, as well as implementation of a Gift Card program "They are working with us now to help develop and implement a loyalty points program." Anthony says that will help the business contend with fierce competition, especially from discounters like Food Basics and Freshco.

The DiPietro history in the grocery business goes back to 1969 when Stelio opened his first outlet on Concession Street in Hamilton. "I've still got one of the original Armagh cash registers sitting in a storage area upstairs - it's a tank," says Anthony.



*Brant Food cashiers help customers check out quickly and efficiently these days thanks to installation of Armagh's fully integrated Catapult System.*

## About Armagh: The POS Specialists

Armagh has been serving the grocery, retail and hospitality industries in Canada since 1979, delivering solutions for a range of operators, from single-unit small businesses to multi-unit national chains. We are specialists in touch screen and scanning point of sale (POS) systems for both restaurants and retail stores, cash registers, scales, liquor inventory control systems, and grocery label and wrapping equipment.

With 30+ years POS industry experience the sales staff at Armagh provides experienced consultants in point-of-purchase management, customer service efficiency, process automation, and restaurant order management.

Armagh's award winning Catapult Retail Software and Digital Dining Restaurant Software are best-in-class, and Armagh is a Certified Toshiba POS Partner.

**ARMAGH**  
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*Remarkable solutions for grocery, retail & hospitality.*

*Brant Food is Brantford's largest independent grocer.*

