



## ECR Software Corporation Again Takes Top Honors for Best Computerized Point-of-Sale

**BOONE, NC – June 6, 2013** – ECR Software Corporation (ECRS) has been selected by natural foods and vitamin retailers as the *2013 Vity Award* winner for *Best Computerized Point-of-Sale (POS)*. Vity Awards are published annually by Vitamin Retailer Magazine to recognize top industry products. Recipients are determined directly from retailer votes taken in a nationwide survey. This marks the third consecutive year, and fourth year overall, that ECRS's retail automation solution, CATAPULT™, has taken top honors in this category.

ECRS serves hundreds of natural products retailers with its front-to-back retail automation suite helping them achieve greater productivity in areas such as inventory management, supplier communications, data analysis, and customer experience. In turn, ECRS customers have reported higher profits and year-over-year growth.

"Having been a Catapult user for over ten years, I have witnessed the myriad of improvements ECRS has made to Catapult over the years," stated Vicki Reich, Store Manager of Winter Ridge Natural Foods. "Each new release has made my life as a Natural Foods retailer easier. Catapult offers a plethora of relevant reports to keep track of our business, robust ordering algorithms to keep our inventory turns up, easy-to-use tools for keeping virtual inventory correct, and ECRS Gateway for seamless interfacing with suppliers - just to name a few of the pluses. Having used other POS systems, I really appreciate how all-encompassing Catapult is. Pair that with excellent and responsive technical support, and I'm not sure why you'd choose any other system."

"We are dedicated to each retailer our system serves and to the natural products industry as a whole," said Pete Catoe, ECRS President and CEO. "We are inspired by the stories of success shared with us by our customers and by their ingenuity and commitment to providing products that make the world a healthier, happier place. Our purpose is to provide solutions that help in automating daily operational tasks so these retailers can spend more time in areas that require deeper human interaction, such as new product research, customer service, and community involvement."

Retailers with the CATAPULT system can look forward to additional system enhancements slated for release by late summer 2013. While specifics are not yet being announced, several ECRS sites are testing a new mobile inventory platform that will elevate its already powerful 360-degree order management functionality. In addition, the recently debuted RAPTOR™ scan portal will find its first home at a popular natural foods store late summer or early fall.

## About ECRS

Privately owned and U.S. based, ECRS has been a consistent leader in retail automation technology since 1989. The ECRS framework includes: point-of-sale, self-checkout, back office management, multi-store management, inventory automation, replenishment, electronic supplier communication, web-based executive dashboard, mobile hand held terminal, warehouse and distribution management, general ledger, scale integration, customer loyalty, gift card, and more. For more information, visit [www.ecrs.com](http://www.ecrs.com) or contact ECRS at [solutions@ecrs.com](mailto:solutions@ecrs.com).

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