



ECRS Chosen as 2013 Watauga Business of the Year

BOONE, NC - November 21, 2013 - ECR Software Corporation (ECRS), based in Boone, NC, was recently selected as the 2013 Watauga Business of the year by the Boone Area Chamber of Commerce. The award, based on company performance in seven different categories, was announced by the Chamber at a celebration held on November 21, 2013.

Dan Meyer, President and CEO of the Boone Area Chamber of Commerce, credits the continued commitment of ECRS to community engagement and outreach as a large factor in its nomination and selection. Nominees were considered on the basis of their growth, staying power, innovation of products and services, use of local resources, and contributions to the community.

“ECRS has helped to put our community on the map,” says Meyer. “That is an intangible asset that cannot be underestimated. Bringing in highly skilled people, and keeping them here, is a huge part of our continued economic growth. When business and community can meet, that’s a good thing for everybody.”

ECRS was founded in Boone, NC, and has remained here for the last 24 years, largely because of the quality of life afforded here, which is an attraction to those who work for the company, and a real asset when it comes to recruitment. Additionally, they have a strong relationship with Appalachian State University, which is also located in Boone.

“We are extremely honored that the Chamber chose us for such a prestigious award,” adds Peter Catoe, founder and President of ECRS. “It is humbling to be considered outstanding among a collective of such excellent community supporters and businesses as we have here in Boone.”

The company’s software solutions are geared to helping retailers with everything from point-of-sale data, product replenishment, and customer interaction, to in-store marketing – automating the entire process. Many local, regional, national, and international businesses benefit from their services.

ECRS has finished in the top echelon of retail software providers on the Retail Information Systems News Leader Board since 2000, and was most recently rated number one in customer satisfaction by grocery retailers. ECRS will showcase its RAPTOR™ automated scanning, with multiple patent-pending features, at the National Retail Federation (NRF) show in New York City, NY this January.

About ECRS:

ECRS is the creator of Catapult, an award-winning retail automation suite that is used by retailers in all 50 U.S. States, Canada, and the Caribbean. For more information about ECRS, please visit www.ecrs.com or solutions@ecrs.com.