



## ECRS Presented with “Vity” Award at Natural Products Expo East

**Baltimore, MD – September 18, 2014** - A leader in delivering retail automation to natural products and grocery merchants, ECR Software Corporation (ECRS), was presented with the prestigious **“Vity” Award** for **Best Computerized Point-of-Sale System** during the 2014 Natural Products Expo East tradeshow.

“Vity” awards are given annually by Vitamin Retailer Magazine and winners are selected directly from merchant votes. This marks the fourth consecutive year that ECRS has been given this award for its Catapult® retail automation system.



## About ECRS

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. Contact: 800.211.1172 – [marketing@ecrs.com](mailto:marketing@ecrs.com)