



Richard Zinck, left, joins Larry Wolfe of Armagh in Canadian Tire's Brampton lunchroom. Employees love the range of fresh sandwiches, ice cream, snack foods, soft drinks, coffees and teas available in the modern, bright self-serve food mart. They also love interacting with the Catapult payment kiosk.

Goodbye vending machines

Armagh helps Ontario company deliver 'lunchrooms of the future'

Loyalty Markets' 'lunchroom of the future' got a huge push forward after founder Richard Zinck remembered Armagh POS Solutions had solved his lunch-truck sales control issues more than a decade earlier.

Richard had since evolved his business from lunch trucks to modern self-serve food marts that were transforming lunchrooms at a number of Ontario workplaces. Almost immediately the complaints began pouring in about issues with the self-serve point-of-sale system.

"I was getting more than 300 emails a day," says Richard, noting problems included people not getting credit for payments, and overcharges including \$6,000 for a sandwich that was allocated to a company president's payroll account.

"We were getting ready to launch a new lunchroom program for Canadian Tire in Brampton, and I didn't want the same problems. Then I remembered Armagh, and asked them to have a look."

Armagh recommended its ECRS Catapult solution, with an animated self-serve check-out kiosk that makes it easy for employees to purchase the wide range of products provided by Loyalty Markets.

"The Catapult system is fast, has a friendly interface with voice interaction, and customers like using it," says Larry Wolfe,

Armagh's retail specialist who has been delivering POS solutions to leading retailers for more than 26 years.

"For companies like Loyalty Markets, it delivers the back office reporting they need to manage sales in a fast-paced and ever-changing environment. It tells them which products are popular, and which ones aren't which makes it easier to stock properly."

The system allows a number of payment methods once employees are registered, including the convenience of payroll deduction. Once fully deployed, Catapult will even enable automatic ordering to ensure self-serve shelves are always stocked.

For Richard Zinck, the solution means he can continue growing the business.

"We have 30 more installations waiting to go, but I didn't have the confidence to move forward without the solution that Armagh has delivered," he adds. "It was amazing. They came in, installed the system and it worked. Catapult is night and day compared to other systems out there – it just works!"

About Armagh POS Solutions

Armagh has been serving the retail, food service and grocery industries in Canada since 1979, delivering solutions for a range of operators from single-unit small



The Catapult self-serve kiosk 'talks' to customers, making it easy for employees to purchase products by simply scanning product and their employee card – they don't need to worry about having cash or credit cards.

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 35+ 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 Diamond Toshiba Alliance Partner.