



## GROWING TOGETHER

Natural foods retailer has counted on Armagh expertise for 30-plus years

Michael Jacks says Armagh and the Catapult POS system are helping take the family's natural foods retail business to a higher level.

### Hamilton-based natural foods retailer Goodness Me has come a long way since installing its first Armagh cash register 30 years ago.

The company ran its business with cash registers only for more than 20 years, and through two moves to larger locations, before seeking a more advanced POS solution in 2003. "We were late comers in making this move," says Michael Jacks, son of founder Janet Jacks, a former teacher who launched the business after researching ways to manage husband Scott's diabetes through diet.

"When we installed the Catapult system with Armagh, the big thing for us was the introduction of scanning. That allowed us to streamline customer check-outs, and eliminate the time-consuming process of applying price tags."

Today, Goodness Me is putting Armagh and Catapult to new challenges with the addition of three new locations including Burlington and Waterdown. Scott Miller joined the company as its IT specialist to manage the company's growing POS and information systems management challenges.

"What I like about the Catapult system is its reliability," says Scott, noting that he also

appreciates the 'around-the-clock' availability of Armagh's technical support. "Even if a file server goes down we can still get customers through our check-outs because Catapult's redundancy system allows each machine to run on its own copy of the database."

While Catapult is pretty much flawless at the front end, adds Scott, it also delivers many strengths in the back office. "The reporting capabilities in delivering real-time information for each of our stores is invaluable."

Scott and his team are working with Armagh's specialists to introduce auto reordering based on Catapult's powerful inventory management capabilities. "We are fast becoming a big business, and this system has the capacity to grow with us. Auto reordering will take the emotion out of product purchasing, saving us time and money."

Michael notes inventory management and good ordering is more difficult in the natural foods business than conventional food retail stores. "The bigger companies want to simplify their product lines and supplier lists. We keep expanding ours to meet the unique needs of our customers."

### 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 operations, 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**. Our industry leading software and hardware solutions are tailored to meet your specific needs.



Learn more about Catapult (scan with your smart phone)

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