



DRUXY'S
fresh deli revolution

When Druxy's
Famous Deli needed a
POS system to manage
their continuing
growth, they called on
Armagh . . .
TWICE!

Druxy's Franchise Owner Roger Thompson raves about the capabilities of the POS system provided by Armagh.
Roger opened the newest Druxy's in October on Queen Street in Niagara Falls. Be sure to stop by for one of their famous deli sandwiches.

Harold Druxerman, Vice President, Finance, Druxy's Franchising Inc., says the decision to go with Armagh was easy on both occasions.

"Armagh has always been very professional in their approach to discussing our needs and their proposed solutions," he notes. "Their sales and support teams are very competent and responsive."

Armagh delivered exactly what Druxy's needed six years ago in a system-wide roll-out that made each sale more efficient, but more importantly, ushered in an era of tracking and reporting like never before – both for store operators and for the franchise system as a whole.

With plans to expand the network by six to 12 stores yearly over the next five years, Harold felt they needed to make the system even more robust.

And after considering all the possibilities, Armagh was his first choice again. "We found that a lot of companies say yes, yes, yes during the sales process. But then when you talk to their inside design team, you find out they were overly optimistic about what they can actually provide. **At Armagh, they have great product knowledge and deliver on what they promise."**

Superb centralized reporting, strong in-store reporting to help franchise owners manage their businesses, and strong technical support 24/7 were among the factors that tipped the balance in the most recent competition.

Mr. Druxerman says his business can't settle for less than the best when it comes to POS – no wonder, Druxy's has served more than 209 million customers to date.

Visit www.druxys.com

About Armagh: The POS Specialists

Armagh has been serving the grocery, retail and hospitality industries since 1979, delivering solutions for a range of operations, from single-unit locations to multi-unit national chains.

We are specialists in point-of-sale systems, but we are also experts in each of the business areas we serve. Our Sales and Service Consultants are behind you each step of the way, from initial consultation to providing ongoing support as your business prospers.

Our leading software and hardware configurations are tailored to meet your specific needs.

So go ahead – talk to our competitors. But when you want a solution that will deliver results for years to come, talk to Armagh.

ARMAGH
The POS Specialists

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Remarkable solutions for grocery, retail & hospitality.