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## **Bransom leading the way with first Pandora concept stores** in York, Lakeside, Metrocentre, Brighton, Reading, Chester, Milton Keynes, Plymouth, Liverpool, Derby, Manchester to name a few



Emson-Haig Jewellers, Lakeside

Top brand Pandora has agreed to work closely with Bransom Retail Systems Ltd as a key selected partner to help achieve Pandora's goal of opening 100 concept stores by 2011 with many more in-store concessions.



Chris Garland, Managing Director of Bransom, explains ...

“Pandora is a phenomenon which has really captured the imagination of people of all ages and with sales continuing to increase month on month, Pandora and Bransom are working together to help retailers manage the volume of sales effectively.

Bransom can build a complete Concept store system in minutes including Pandora barcodes, images, prices and even individual store stock levels. Using the Pandora barcode eliminates the need to ticket the items and with the image on the EPOS till, sales people can be confident they are selling the correct item. Bransom have also developed their mobile stock taking system to use the Pandora barcode and can configure the system to automatically re-order stock and email orders direct from their system to Pandora.

**An important aspect of the Pandora/Bransom relationship** is that Bransom already have their system in hundreds of Pandora stockists, which gives Pandora the unique opportunity to get live sales information from their Concept stores and key retailers in order to provide up to date analysis on sales trends to help manage the supply chain.”

Comments from Bransom clients . . . .



**Chris Burrow, Alfred Terry,** *“I just wanted to say thanks to you on behalf of myself and my partners for the patience you displayed putting the store package together for us, please also say thank you to your team for the help, enthusiasm and professionalism that they ensured Bransom brought to the new venture. “*

**Dave Shone, Emson Haig,** “Bransom’s bsmart System and Management Tool, which supports 10 tills in one store alone and provides seamless integration with other stores, enables me to keep an eye on my business; sales volumes, turnover etc., wherever I am in the world. It’s not just a stock management system, it’s integral to the continued success of my business which prides itself on providing excellent customer service.“

**Dominic Wakefield, Wakefield Jewellers,** “ The Bransom bsmart System makes working with brands like Pandora so simple . . . all the effort and time spent loading the stock, barcodes and images was taken care of by Bransom.“



Wakefields Jewellers, Brighton

Contact Chris Garland, Managing Director or Daren Daniels, Sales Executive to find out how Bransom can improve the efficiency and growth potential of your business. **Tel: 08458 810509. Email: [sales@bransom.co.uk](mailto:sales@bransom.co.uk)**