



WE chooses for Unisoft Retail Solutions

WE is an international fashion-chain with a total of 260 stores in six European countries. In 1962 HJ men's fashion aroused from a textile wholesaler later followed by ZIJ women's fashion. In 1999 there has been chosen for the more international name WE. WE stands for assertive men, women and children. Design and product development are done indoors. WE aims at fashion-aware people from 25 tot 35 years of age who know what they want; affordable, trendy and qualitative good fashion. WE is aiming at becoming the best fashion-retailer in Europe. At present WE has 2.500 employees. Mainly WE will realize its expansion abroad.

Efficiency improvement through online

Point-of-Sale solution

Project manager Geert Westendorp: "we have chosen for Unisoft because the POS solution satisfied our needs. We were looking for a modern system that could be used online. There were hardly any shop-automation suppliers who could offer a online pay-desk system. But Unisoft could satisfy this need. The online POS solution from Unisoft exists of extended functionality which can be simply adjusted to the needs of WE. And also the contact with the project group was very good. That's why WE has chosen to use POSFlow in all their stores, including the Beldona stores in Switzerland. By using this online POS solution we expect that all processes in the stores will run more efficiently".