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**PANASONIC END-TO-END RETAIL SOLUTION GIVES OHIO GROCER
BUSINESS ADVANTAGES**

*Troyer Country Market Adds State-of-the-Art Integrated POS and Security Systems for
Improved Productivity and Customer Focus*



SECAUCUS, NJ (March 31, 2011) –Independent grocers face a tough business environment. They are typically faced with severe competition from national chains, price erosion and rising overhead, not to mention business related issues of food spoilage, sourcing, employee matters and loss prevention.

To beat the odds in this tough environment, one independent business owner is using technology. John Troyer, co-owner and CEO of a family-run grocery market and food processing facility in Berlin, Ohio, has learned that, along with a sense of humor, an integrated technology solution can help handle many of the day-to-day issues. His store, Troyer Country Market, has recently implemented a total end-to-end retail solution from Panasonic including Point-of-Sale (POS) workstations, scales/scanners, POS Printers, video surveillance cameras, network recording devices, digital signage and retail management software.

“Staying competitive today means more than just offering low prices or unique food specialties,” said Troyer. “It means ensuring that our back of store operations are efficient and effective and support a positive customer experience at checkout and throughout the store. Being able to automate and enhance these procedures and processes saves us time and money and helps us to stay on top of the game.”

Troyer Country Market opened for business in 2006 to promote their own line of goods, including their home-made dairy and meat products as well as canned goods. The venture proved highly successful and business grew quickly with local customers and out-of-towners through an electronic retail operation. But along with the success came the need for a more technically advanced retail system that would help them overcome the challenges associated with a growing business.

For guidance in selecting new equipment, Mr. Troyer turned to Terry Selkirk of Genesis POS Solutions. In addition to discussing equipment options, it was suggested that John consider a total solution that would be scalable, network-based and be capable of seamlessly integrating all systems from both the store and the adjacent warehouse and manufacturing facility.

“Over the years we looked at many POS packages, and the Panasonic solution blows the competition away on quality and price,” said Troyer. “I liked the idea of tying the POS system to

a security system for a complete solution. You can get cutting edge electronics equipment that will increase efficiency and take your store to the next level.”

In particular, the Panasonic POS systems featured an all-in-one compact design, and the workstation’s open platform meant that John had the option of using whatever retail software best suited his needs.

Genesis POS Solutions did an on-site store evaluation and, with support from Panasonic, proposed a network-based system that included cameras for video surveillance, network recorders for recording and archiving the video, digital signage for in-store marketing, and a complete POS package including Panasonic’s Lite-ray® workstations with card swipe terminals, as well as monitors, scanners and Aloha Data Systems’ retail management software package StoreTender.

Phase one of the project, which included provisioning the network and completing the installation of the video surveillance and POS system in the store, was completed by Genesis POS within budget and on time. Phase two will include installation of the video surveillance system in the warehouse/manufacturing facility and integrating it with the store’s system. The head end of the system is located in the store office and from a PC, iPad or even his mobile phone, John can view crisp quality streaming video from any of the cameras. He can also view any POS transaction complete with video, including time, date and specific cash terminal. And because the POS system is tied into the inventory control system, John has a more accurate picture of what items are moving and when to order more. The digital signage displays facing the customers upon checkout are also used to upsell customers in addition to promoting slow moving items, specials, seasonal announcements, greetings, etc.

“There are so many things about this system that I like,” said John. “It is tailored to our needs rather than being a cookie-cutter, one-size-fits-all solution. The equipment is easy to use and the staff was up to speed very quickly. We are moving customers much faster through the check out and there is improved management control of the store.”

“Business automation is the key to growth in today’s ultra-competitive food marketing industry,” said Kamal Boiri, Senior Manager, Security and Loss Prevention Products, Panasonic System Networks Company. “Panasonic understands the challenges that businesses face and we work to meet our customers’ expectations with end to end cutting edge solutions. Our Retail Solutions, including business communications, security and loss prevention and retail management, can help boost productivity through reliability, flexibility to adapt to tomorrow’s growth and a fair, affordable price.”

Panasonic’s feature-rich Retail Solutions are designed for stores of all sizes, providing the tools for owners and operators to improve productivity and keep an eye on their business from any location. A Retail Solutions package is scalable and fully customizable, offering a comprehensive POS solution with an innovative, integrated video surveillance system. The solution includes POS terminals, network cameras and displays, video recording technology powered by Quadrox WebCCTV™ and state of the art POS software developed with market leader Aloha Data Systems.

“The security cameras are so clear you can zoom in to take inventory from the office,” said Troyer. “Panasonic has gone above and beyond to make sure we have the system that is right for our store. I believe Panasonic is going to be the leader and pave the way for grocers and specialty markets of the future with their state-of-the-art technology.”

The system allows store owners and managers to use the POS application to search and retrieve key loss prevention metrics and easily access video recordings from transactions of

interest – delivered directly to the POS application. Locations can also be monitored remotely via the Internet from anywhere in the world. Panasonic Retail Solutions also work with Panasonic's advanced business telephone systems to deliver automation in addition to enhanced communications.

Panasonic Retail Solutions is backed by a powerful coast-to-coast installation and support organization, delivering integrated POS solutions across a broad spectrum of retail applications. **For more information, contact Panasonic by calling toll free 1-877-PANAPOS (1-877-726-2767) or visiting www.panasonic.com/business/pos.**

About Panasonic System Networks Company of America

Based in Secaucus, NJ, Panasonic System Networks Company of America is a unit of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: [PC](#)). A comprehensive business-to-business solutions provider, the company develops and delivers reliable, affordable, and flexible solutions for communication, collaboration, security and productivity. The complete suite of solutions addresses home and business communications, security and surveillance systems, retail information systems, office productivity solutions, and high definition visual conferencing, keeping Panasonic customers connected, informed, accessible and secure. Information is available at www.panasonic.com/psna. Additional company information for journalists is available at www.panasonic.com/pressroom.

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