



The Name of the Rose

The POS equipment of a florist must not be scared of water

Arranging flowers is an age-old human passion. Flowers have been found in Stone-Age graves, and they have spread happiness throughout the ages. These days the florists are the ambassadors of the flower – more than just sellers at a market and much more than the skilled flower arrangers of yesteryear. It's true that green fingers and closeness to nature are the fundamental requirements of someone who deals with the likes of tulips and daffodils. But the market – supposedly with a worldwide volume of around 7 billion US\$ – has changed significantly over the past few decades. The Fachverband Deutscher Floristen (Association of German Florists) now counts, above all, creativity and communication amongst the essential core competencies of the industry.

Skills right at the point of sale

The list can be lengthened when it comes down to running a modern and successful flower shop. This is demonstrated by a taking a look at a chain store such as 'A und Z Blumen', founded in 1997, that has installed a POS system from Posiflex in its current eight branches around Cologne and Frechen (and is constantly expanding). In contrast to other types of retail, their customers expect not just well- informed advice, but also competent discussion on the

purpose and occasion of their purchase as well as support in selecting from as wide a range of products as possible. Those who join a creative florist such as 'A und Z Blumen' will face something quite rare today: a service performed with manual dexterity which they can observe themselves. They can even influence the formation process and experience the creation of the product live, there and then.

Conditions can be comparatively tough wherever freshness, speed, choice and skilled hands are all required. A piece of POS equipment cannot be delicate if it is going to survive these conditions: water gets splashed about, vases tip over – even snipped-off thorns, gerberas and anemones, chrysanthemums and freesias all leave their mark. Posiflex was able to provide the KS-6615, a system that is unaffected by all of this type of incident. Its robust resistive or infrared touch panel is fitted with special splash protection that maintains its elegant looks long-term in the daily life of a florist. Even the petals of the blooms and grasses don't affect the device.

Support for Management

The decision to use the Posiflex KS-6615 was influenced, apart from its robust construction, by the technical build quality and its great flexibility. Up until its introduction, a traditional ECR system (ECR = Efficient Consumer Response), that only provided limited facilities such as the check-out function had been used at A und Z Blumen. The new Posiflex solution by contrast goes way beyond a simple cash system: its highly-developed software supports management in the financial optimization of the retail chain: it improves the efficiency of all processes, from purchasing right through to order management.

The highest quality is also provided from a hardware point of view: a top-quality 15" or 17" TFT LCD panel with a resolution of 1280 x 1024 (SXGA) and operation angle adjustable between 15° and 70°, time-controlled usage, built-in UPS functionality and protection against unintentional shutdown through programmable switches. A further advantage that makes the KS-6615 the system of choice is the "Green IT" concept of Posiflex that meets the requirements of the florist retail chain for an environmentally-friendly system.

The device operates without a fan, for example. Instead it passes generated heat through a heat pipe in a special metal housing. It also works with an especially energy-saving processor. Both of these aspects save energy in the name of the environment and ... the rose.

