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## **New Technology is Green**

**The forward thinking philosophy of Fressnapf's IT Department is visible throughout the Company right down to the checkout. Since opening their first store in 1990, nearly 1,000 petfood and petcare stores have now been opened throughout western and central Europe. After intense consultation between Fressnapf and Posiflex, all of these stores, together with the Head Office, are progressively being equipped with 'green' IT systems that will help Fressnapf meet their own exemplary new technology concept.**

The future looks green. There is no doubt that ecologically responsible companies in all industries more than ever before have to consider their IT equipment calculation as a significant part of their environmental impact.

Fressnapf has considered a number of contenders for their point-of-sale terminals and chosen the KS-6615 from Posiflex. This choice is not a publicity stunt to be seen to do the right thing, but is a sound technical decision based on actual benefits for the Company. Posiflex checkout terminals feature a fast, energy-saving processor using a heat-pipe within a metal case and therefore require very little power and produce very little heat, enabling them to run without an internal fan. The shop staff and customers benefit from reduced noise levels and the lower heat output consequently reduces the load on air-conditioning equipment, resulting in double financial savings. The Fressnapf accountants will also be pleased to learn that up to 60% power saving can be achieved compared to conventional terminals, fully justifying the introduction of Green POS equipment.

### **Environmental Benefits**

New IT products must fulfill the purchaser's list of design features, performance criteria and, importantly, environmental specifications before being considered as candidates. Fressnapf's search was successful here because the new KS-6615 POS terminals from Posiflex fully comply with their policy of applying new technology wherever it makes economical and ecological sense in a concerted push towards using only 'green' IT equipment.

Apart from the immediately obvious tangible benefits of the Posiflex terminal mentioned above, more subtle advantages become clear when the hardware is considered more closely. Because there are no moving parts inside, there is an increase in reliability and reduction of maintenance calls; this will result in an extended product service life and consequently reduced costs over time. For the environment, the indirect benefits come in the reduced use of fossil-based fuel, lower electrical power consumption and reduced pollution thanks to a high recycling factor. Posiflex Terminals are designed from the outset to contain the minimum possible amount of potentially harmful chemicals and constructed so that they can be easily and cheaply recycled when, after many years of quiet service, they have to be replaced.

### Positively Visible

The prime business of Fressnapf is the supply of petfoods and petcare articles. Pet owners are by their nature more aware of environmental issues than others and would be highly critical of a cavalier attitude towards the environment. Not only for this reason but also from their own inner motivation does the Company constantly monitor its own performance as an eco-friendly organization. As a Green IT pioneer, Fressnapf is pleased to join hands with Posiflex, a Green POS hardware manufacturer, to set a good example to others by minimizing its impact on the world around us humans and animals and improving quality of life. Continuing this line of thought to the IT equipment is a natural consequence.

