

iba 2009: It all adds up with the bakery POS systems from Sharp

It's that time again from 3 to 9 October 2009 when "iba 2009 – World Market for Baking", the leading international trade fair for bakers and confectioners in Düsseldorf, opens its doors. Sharp, the specialist for state-of-the-art bakery POS systems, will be there with its own stand, exhibiting the innovations from its current line-up.

Hamburg, September 2009. Companies operating successfully in the bread and baked goods market make sure that it's not just in the bakehouse that they have the right ingredients. The right mixture is also important at the point-of-sale. The ROM-based UP-3500, UP-800 and UP-X300 POS systems from Sharp come complete with the latest bakery software and offer a variety of functions that ensure that it all adds up. The UP-X500 is a high performer in the expanded sector of bakery cafés. All the devices can be seen working on Sharp's stand 9C24 in Hall 09 at iba 2009.

Sharp has significantly expanded the performance spectrum of the UP-800 and UP-3500 POS systems to coincide with the start of iba. The Sharp models use the KAKOM communication program to send just-in-time information on branches' sales and goods movements to head office¹. A CCTV system can also be connected to record and archive all transactions live on video. Companies from the bakery café sector benefit from the option to connect to all current peripherals and Orderman wireless terminals.

The UP-X300 also makes an excellent impression in every respect. Like the UP-3500 and UP-800, this POS system has a generously sized touchscreen which even untrained staff will be able to use intuitively. The spectrum of functions includes options for range management and also various tools for designing product information such as warming-up and preparation details or information for allergy sufferers. The system proves extremely flexible in implementing sales ideas at the POS – irrespective of whether these relate to discount campaigns at a defined time or promotions involving a discount on the total bill.

The UP-X500 catering establishment POS system comes complete with the latest version of Sharp's proprietary Premium Touch software. Features such as bill splitting, table availability tracking, a search function and customer database, various payment methods and the supervisor/restaurant manager function come as standard, as do extensive data analysis options. New features that have been added include functions for concession management and the charging of staff consumption. In addition, all important peripherals such as network printers, scales, drinks dispensing systems and wireless terminals can be connected to this unit. The options are rounded off by supplementary functions such as the ability to connect external monitors for use as customer information terminals.

Anyone wanting to see the POS systems in action is warmly welcome to stop by at Sharp's iba stand 9C24 in Hall 09 daily between 10am and 6pm.

¹ The KAKOM communication program for POS systems has been designed to form the interface between cash registers / POS systems and PCs. This provides a convenient means of programming and sales data management of selected SHARP cash registers and POS systems.

Reprint free of charge, please forward a copy.

With its global environment strategy, Sharp has made environmental protection an integral part of its corporate culture. What we call the Sharp Super Green Strategy covers the production of energy-saving and energy-generating products in ecologically advanced plants, along with responsible recycling. One of the company's main aims on the road to becoming an "environmentally advanced company" is to significantly reduce both direct and indirect CO₂ emissions in our operations and products. Throughout the world, Sharp has defined environmental standards that apply to all our plants and products, and these are being continuously revised and dynamically improved.

You can find more information about Sharp's environmental activities on <http://www.sharp-world.com/corporate/eco/index.html>.

About iba 2009

iba is by far the most important international specialist trade fair for bakers and confectioners. From 3 to 9 October 2009 it is taking place once again in Düsseldorf. Across a surface area of 123,000 m², the German Bakers Confederation (Zentralverband des Deutschen Bäckerhandwerks) is hosting the most important trade fair in the industry in conjunction with the exhibition organiser GHM. At iba, impulses are generated that ensure strong movement in a growth market with perspectives. GHM already expects about 1,000 exhibitors from about 45 countries participating in the trade fair.