

## PRESS RELEASE

### ***Des Petits Hauts - the women's fashion chain behind the 'Making Life a Lot Prettier' slogan - is rolling out AURES' EPOS terminals.***

Lisses, Runcorn - March 2015. **Des Petits Hauts** - a French fashion chain with the delightful signature 'Making Life a Lot Prettier' – has entrusted **Logikart** with rolling out **AURES'** point-of-sale terminals. The hardware is equipped with **CEGID** Retail Business software platform.

The systems installed include Sango and Yuno terminals, with associated ODP 333 receipt printers (in white and white beige).

**Des Petits Hauts** was set up by two sisters – **Vanessa** and **Katia Sanchez** – in 1998. The company owes its growing success to an exclusive, creative, poetic, girly style combining gentleness with originality.

"We opened our first store next to our offices in Rue Keller in Paris back in 1998," explains Katia Sanchez, the co-founder. "Our star, polka dot, pineapple and cat designs printed on pastel-coloured fabric very quickly won us a loyal, extensive clientele of young women, mainly city dwellers. These designs positioned us on the niche for light, high-quality, contemporary tops, which is a market that had not really been capitalized.

From the very beginning, we visualized our retail outlets as being intimate, warm, contemporary and cosy settings, with a friendly, welcoming atmosphere. In this way, customers have a sense of being in their own home when they're in our shops. We've achieved this by our skilful, tailor-made decor, with its vintage, personalized and designer style".

"Our store in Rue Beaurepaire in Paris was refurbished a few months ago. As usual, our interior design team hasn't done things by halves!" concludes Sanchez.

"Every **Des Petits Hauts** store is unique," adds **Benjamin Mathieu**, CEO and founder of **Logikart**, which is in charge of rolling out AURES' EPOS terminals.

"The Sango's and Yuno's clean-lined, contemporary design, together with their robust components and fanless processor made all the difference. The systems's exceptional, graceful look on sales counters is a perfect match for the subtle spirit of **Des Petits Hauts**," Mathieu added.

#### MANUFACTURER OF REMARKABLY DIFFERENT POINT-OF-SALE TERMINALS



**Des Petits Hauts** has also chosen to install AURES' new **ODP 333** receipt printers, which are practical, compact, silent, fast, elegant and in complete harmony with the POS terminals.

"We tested AURES' new hardware in a pilot store and obtained very positive results. The EPOS terminals are easy to use and ergonomic, which meant our staff soon got the hang of them," concluded Mathieu.



A white Sango Pack as installed in "Des Petits Hauts" shops  
(Point-of-Sale terminal and associated ODP 333 receipt printer)

**About Des Petits Hauts - [www.despetitshauts.com](http://www.despetitshauts.com)**

With its unique concept and decor, which promotes a sense of being in your own home, personalization, and a vintage, clean-lined and designer look, **Des Petits Hauts** currently has 41 shops (in Aix-en-Provence, Amiens, Angers, Arcachon, Avignon, Biarritz, Bordeaux, Brussels, Cannes, Clermont-Ferrand, Geneva, Grenoble, Lille, Limoges, Lyon (2 shops), Madrid, Marseille, Nantes, Neuilly-sur-Seine, Orléans, Paris (9 shops + corners in Galeries Lafayette and Printemps), Rennes, St-Germain-en-Laye, Tours, Uccle (Belgium) and Vannes.

**About Logikart - [www.logikart.com](http://www.logikart.com)**

**Logikart** - a French digital services company that quickly specialized in the retail and textile sector – was set up by Benjamin Mathieu in 2005. With a customer portfolio of around 30 brands – totalling more than 600 retail outlets in France and abroad – the Company provides a range of retailing IT services. These include rolling out and maintaining point-of-sale terminals, as well as video surveillance, phone, and customer traffic analysis systems. The company also designs and manages infrastructures for on-premises and cloud-based networks and systems. Logikart has a technical centre based in Paris and a network of 600 technicians throughout France and abroad.

**About AURES Technologies – [www.ares.com](http://www.ares.com)**

Founded in 1989 and listed on Euronext since 1999, the AURES Group manufactures EPOS systems and related peripherals. Its PC-based hardware and open-system equipment provides management, till and point-of-service functions for businesses including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

With corporate sales of **€76.8 million** for 2015, the AURES Group has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

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