

## Waitrose selects Pierhouse for strategic signage management

Waitrose has selected NetTickIT from Pierhouse to help manage the growth of its business and introduce new ways of communicating with its customers.

Waitrose wanted a single solution that would support all types of product and service signage currently in use including shelf edge tickets, information tickets and promotional point of sale advertising plus potential future requirements such as electronic shelf edge labels, digital media display screens, social media and other new technology like mobile. It also wanted the capability to integrate QR codes so that customers can easily access more information to get the best experience from using their products.

James Stacey, the Waitrose Project Manager for the Strategic Signage Management System, said “We chose NetTickIT because it best met our current and potential future requirements. The quality and user friendliness of NetTickIT also made it stand out. The Pierhouse team demonstrated that they really understand retail and have been very supportive in understanding and responding to our specific needs.”

Malcolm Wicks, Marketing Director at Pierhouse said “We Love Retail and have enjoyed working with the Waitrose team to understand their requirements. We are very pleased to have been selected by Waitrose as the sole supplier for their Strategic Signage Management System and look forward to continuing our long association with Waitrose and working closely with the Waitrose team to ensure that they take full advantage of the capabilities of NetTickIT.”

For more information [contact us](#) or  
visit our website [www.pierhouse.co.uk](http://www.pierhouse.co.uk)