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## Majestic Wine introduces Itim's Chameleon to French stores

Majestic Wine Warehouse, a leading UK wine seller, has implemented Itim's Chameleon EPoS solution to its expanding French estate. The French shops, operating under the fascia name Wine and Beer World, are targeted at Britons travelling to France and offer customers the option to pay for goods in either Euros or GBP.

Majestic was so impressed with Chameleon's functionality and customisability that it decided to implement the solution to France. Chameleon's Foreign Currency Processing feature allows the application to easily calculate exchange rates. It has also been configured to provide Majestic customers with change in their preferred currency.

Despite the different fascia name and branding, Wine and Beer World's stock is very similar to Majestic's, as are its look and feel. It therefore made sense that the systems be deployed in the French shops to assist in Majestic's translation of their successful UK formula.

Jim Bendon, IT Director of Majestic Wine, said that extending Chameleon to the French stores was an easy decision. "We have just gone live at Cherbourg, the latest of three French stores to change to Chameleon. The staff are all delighted with the new system," Bendon said. "It's a massive improvement on our previous EPoS solution. Itim's hard work and 'can-do' attitude have been a major factor in this successful deployment. Once again, it has been a pleasure to work with them."

Simon Curtis, Managing Director of Itim, is proud of Itim's latest foray into Europe. "Whilst Itim is primarily a UK retail solutions provider, our solutions are language independent and support currency and tax needs of our international clients. For UK clients with international operations, Chameleon provides an ideal worldwide store trading."

-ENDS-



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About Itim...  
[www.itim.com](http://www.itim.com)

Established in 2000 as a supplier of retail systems, Itim has grown rapidly to become one of the UK's most exciting software vendors. Itim is a fantastic place to work and the perfect place to find software solutions for a retail business.

Itim has developed an impressive offering of retail business solutions, which include:

the  
retail  suite

A browser based software service that manages merchandise planning, merchandising, stock & replenishment, inventory & warehousing, in store management, reporting and MIS, fraud prevention and more

Itim   chameleon

The multiple award-winning store solution rolled out to Celebration Group's five hundred stores in a record six weeks, with full ROI in just ten months

Itim   didos

The market-leading Invoice Matching solution that saved ONE STOP 0.1% of sales in five months through fraud identification alone

Itim   zygion

The award winning Product Information Management tool that allows Halfords to easily manage upwards of thirteen thousand products across their three hundred and ninety three stores.

Itim   tradeledger

The Electronic Supplier Trading service that saved Whitbread 90% of their accounts payable costs

profimetrics

The Integrated Profit Optimisation solution independently billed to return 250 to 350% ROI in twelve months and 2 to 7% increases in margin

Itim's solutions are used by many leading UK and international brands such as Argos, Brantano, Harvey Nichols, Lush, Majestic Wine Warehouse, Muji, OFFICE Shoes, The Royal Academy, The Royal Collection, Play.com, PizzaExpress, UNIQLO and WineCellar

Our head office is based in London, with regional development centres in Plymouth, Huntingdon and Hull.

