

EPoS Business Reverts to Original Business Name

Well established UK EPoS software provider makes brave move to re-brand using their previous trading name.

May 30, 2018 (FPRC) --

One of the first UK EPoS system providers has changed it's name back to its original trading name.

Since 1986 POS Ltd have been developing and supplying advanced PoS system software to retailers across the country including several big high street names.

For a period the business was split into two sections with POS Logistics specialising in the hardware and infrastructure side while POS initially continued to concentrate on the software side.

Eventually the POS Logistics trading name began to get used for all sides of the business with the company selling increasing amounts of hardware and carrying out many installations across the country.

Although POS do still supply hardware packages they now concentrate mainly on the EPoS software side and believe use of the original POS name will better reflect the maturity and present focus of the business.

"The logistics part of the old name was a little confusing too", admits long serving development manager Sean Baptist, "and with a business name as concise as POS available to us it was a no-brainer to go back to using it".

At the same time as re-adopting the older business name POS have also undertaken a re-branding exercise including a new logo and website.

"We currently have a lot of work on fulfilling requests from customers off the back of the new GDPR requirements so the business is a very busy place indeed at the moment"

Contact Information

For more information contact Keith Hartley of POS LTD (<http://www.posltd.co.uk>)
01422 349083

Keywords

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