

13th June 2019

Nisa Store Increases Sales with HTEC locaste Media Screens

A Nisa store in Dunstable, acquired by Lenus Trading in 2014, has reported significant sales growth following a refurbishment earlier this year.

The store was remerchandised in January 2019, and this included the installation of two HTEC media screens. The screens have been prominently placed at the front of the store so that promotions and advertisements can be seen by all who enter.

Tomas Rupsys, Director of Lenus Trading said: “HTEC’s locaste screens have helped contribute to significant sales growth in our Dunstable store. The digital signage has modernised the store and makes it easy for us to promote offers and our brand. We’ve found it to be an extremely flexible solution that allows us to schedule our media via the web, so we no longer have to rely on static point of sale material. We look forward to continuing to work with HTEC to further the store’s success.”

Digital media can drastically increase a store’s footfall, brand awareness and basket spend. As people engage with promotions both within the store and store-front, you can heavily influence shopper missions whilst still making your customers feel welcome and establishing your brand.

The HTEC locaste media screens are the ideal solution for a business seeking to increase sales and customer engagement. HTEC’s vision is to take your store into the future by giving your customers an enhanced experience whilst offering you simple and smart solutions.

For more information about HTEC visit www.htec.co.uk.



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Notes to editor:

About HTEC:

HTEC Ltd, a member of Universe Group plc, provides some of the world’s leading retailers with point of sale, payment and loyalty solutions. With almost 40 years’ experience in the industry, its software is designed with the forecourt and convenience market in mind. Processing over 2.5 million loyalty transactions across five countries per day, 100 million payment transactions each year and 1.5 million stock files daily; it is committed to delivering ideal solutions for retail businesses, making them more



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