

Marshall Music adopts UK product labelling

Marshall Music has adopted innovative product labelling from UK-based Episys to offer customers more information, raise brand awareness and simplify retail operations.

Dayne Marshall, co-owner of Marshall Music, said, "We needed someone to come in and help us with our product labelling giving us a creative solution that works accurately and efficiently. Episys did that and more. Its software allows us to provide more information on the labels giving us a perfect opportunity to excite our customers with more information about what they are looking to buy."

Episys Immediate Impact provided by HOLDiT provides Marshall Music with an easy-to-learn and easy-to-use solution that enables labels to be created and printed in minutes. The company hosts the solution and provides access via the Internet so clients can access the system through an online user interface.

With guitars costing in some cases many thousands of Rands, Marshall Music wanted to eliminate the problem of incorrect pricing and not having detailed tickets; prices were removed sometimes so customers could try out a guitar and then put back incorrectly. The company selected the ticketing solution to eliminate these problems and to take its in-store branding to the next level.

Software accesses YouTube

It now plans to use the software to link up with websites such as YouTube, where a real band is playing the guitar that it has for sale, or to a manufacturer's website to get more product information.

The system is very simple to use, the user searches for a product for which a label is required, selects the product and then selects the type of label required. The label is then ready to be previewed and/or printed, or further products can be selected with all labels printed together according to stationery type.

Derek Buchanan, CEO of Episys, explains that simplicity is sometimes the answer when communicating the most basic of things to clients, "We are proud of the way we have been able to help our client create an effective and fast way of communicating with their clients. When labels are removed from products it causes all kinds of problems and our solutions are equipped to replace them quickly and efficiently."

For more information, go to www.episys.com or www.holdit.co.za.