

Press Release



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Exceptional Service Key to Success for Orchard Market and Star~Plus

MEDICINE HAT, ALBERTA – In a market growing with big box retailers, Orchard Market has found their niche by providing a fast and friendly customer experience. Recently, Orchard Market implemented Star~Plus from Auto~Star Compusystems, a product that offers the grocery store the tools required to remain competitive.

When evaluating point-of-sale systems, Orchard Market looked for a system that would integrate all aspects of the store, from the front end to the back office, while providing real time data. To maintain their competitive edge, it was also imperative to implement a system that allowed customers to get in and out of the store in a fast and easy manner. Star~Plus offered a complete end-to-end solution that suited Orchard Market's business strategy.

The Orchard Market store is located in Spring Lake, Michigan. As a small, conventional grocery store, they offer fresh produce, quality meat and deli items, and specialty foods during the busy tourist season, as well as throughout the year. With seven super centers located within a five mile radius, Orchard Market remains competitive by offering exceptional service and ensuring customers find their shopping experience convenient and enjoyable.

Gary Gerlach, President of Orchard Markets, said: "Star~Plus is quick at the checkout and is easy to learn and to train. Plus, it gives us tremendous data information. In my opinion, the best feature is the support we receive from Auto~Star. The assistance we receive from the president all the way through to the staff continues to be a key advantage for us."

Robert Symmonds, President of Auto~Star, said: "We are pleased that Orchard Market chose the Star~Plus solution to fit their needs. It is a great pairing for two companies who both place exceptional customer service as a high priority. Our solutions are designed for companies who wish to have a system that offers business intelligence and fast, easy solutions."

Implementation of Star~Plus into other Orchard Market stores is scheduled for the upcoming year.

Auto~Star Compusystems is a software company that develops point-of-sale software for pharmacy, grocery, and convenience store retailers across Canada, the United States, and the Caribbean. The company's products provide seamless end-to-end solutions to optimize efficiency and customer satisfaction, while lowering operating costs. For more information on Auto~Star, please visit www.auto-star.com.

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