

# High-End Children's Clothier Installs Catapult

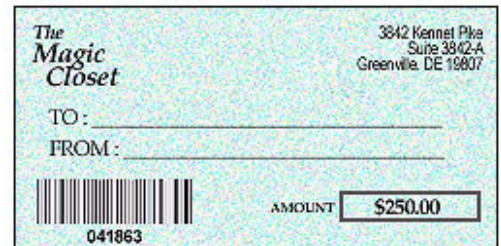


**The Magic Closet** is a 1,700 square foot, high-end children's clothing store located in a cluster of colonial-style shops in **Greenville, DE**. In a quaint town surrounded by beautiful countryside, where the average cost of a home is in the millions, The Magic Closet touts an upscale clientele that isn't afraid to spend money on duds for its youth. This past year, the state's leading lifestyle magazine, Delaware Today, chose The Magic Closet as the winner for a feature called "**Where the Rich & Famous Buy Their Children's Clothing**." Ernsshaw's, the primary magazine for the children's clothing industry, featured an article on the store in their October 2001 issue. ECRS caught up with Magic Closet owner **Chris Minner** recently to talk about how his store is benefiting from Catapult.

According to Minner, "The Magic Closet is divided fairly evenly between boys and girls clothing, with a substantial maternity section as well. We're currently experiencing incredible success," he explains. "I'm selling items right out of the box before I can even get them onto the retail floor. But we know we can't rest on our laurels, and that **we must track customers and inventory carefully and accurately**. That's where Catapult comes in."

## Magic Money: Using Catapult's LabelVision Interface to Create Gift Certificates

Like most retailers, The Magic Closet offers gift certificates. But Minner uses **Catapult's LabelVision interface** to create gift certificates with unprecedented trackability and security. "I put a unique, active barcode on each one so that I can scan them at the point of sale and treat them as a declining balance," explains Minner. "If a customer loses their gift certificate, they don't lose their credit. All I need is their name and a valid I.D. to find the information in the system. Plus, I print them on special paper that I get from a local office supply store, which makes them all but impossible to duplicate."



Minner also uses Catapult's POS prompting feature to warn cashiers and customers when a sale exceeds the amount remaining on their gift certificate. "With LabelVision's Designer module I've created numerous custom labels that help me track crucial inventory movement," says Minner. "I use this information to get slow movers off the shelf and to stock up on popular items. In combination with **Catapult's flexible Sales and Inventory report data**, this helps me make more intelligent purchasing decisions. In this respect, Catapult has given me the competitive edge I need."