Pierhouse, the UK based developer of the industry benchmark NetTickIT® software platform that drives automated production and management of multichannel and smart in-store signage, announced it is expanding its formal ANZ alliance with **Mirador Retail Technology**.

Pierhouse currently supplies NetTickIT® to key retailers in Europe including Waitrose, Cora and Robert Dyas, and a major Australian Grocery retailer. The NetTickIT® software ensures that shoppers can easily see all the information needed to make a buying decision about every product in the store. Shoppers see consistent added value information about products, promotions and prices across the store and beyond and retailers benefit not just from increased sales but also from streamlined internal processes and improved compliance.

Ian Hook, MD Pierhouse said *"We've been working with our local team headed up by Lawrence Pelletier, and have now decided to bolster our in-market structure with a formal sales and support agreement with Mirador Retail Technology."*

Ian went on to say *"Joe Blundell heads up a team of strong retail marketers and technologists, with first-hand experience of the challenges faced by retailers in adopting and maintaining technology to improve productivity, shopper engagement and omnichannel performance.*

At Pierhouse we love retail and provide help and advice on new signage technologies such as electronic shelf labels and the impact of omnichannel strategy."

Joe Blundell said *"At Mirador we travel the world looking for best in class retail technology that fits the Australian market. We walk a lot of retail technology shows and visit a lot of UK, European and US retailers.*

The NetTickIT® ticketing software was way ahead of anything we have seen, as it can improve accuracy and compliance in a paper ticket environment today, but scale straight into most Electronic Shelf Label solutions too."

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About Pierhouse

Pierhouse provides smart in-store signage to retailers across the world, delivering high impact tickets across paper and digital formats, enabling agility in a fiercely competitive marketplace.

Customers love the rich in-store experience brought to them by the NetTickIT® platform. The right information, in the right place, at the right time for easy shopping decisions.

Retailers love NetTickIT's® proven ROI benefits - dynamic in-store promotions, efficient store processes, centralised reporting and compliance as well as multi-lingual, multi-currency capabilities.

The cloud based platform provides fast, seamless integration with legacy systems and offers a flexible framework for incorporating in-store innovations such as shelf edge labels, digital media, QR codes, integrated product reviews and augmented reality. NetTickIT® powers omnichannel experience and turns big data analytics into store action at the shelf edge.

Pierhouse is passionate about Retail and with installations in over 60 countries across multiple Retail sectors, we are the in-store signage experts.

About Mirador

Mirador has grown rapidly to be the leading provider of retail marketing technology in Australia working with some of the country's biggest retailers.

Mirador help retailers fast-track the roll out of proven new retail technology to drive sales and margin growth or lower operating costs. Safely taking advantage of technologies that have demonstrated significant success in international retailers and markets but with a clear fit to ANZ's retail environment. Technology that works, is liked by shoppers and is liked by store staff.

Our team has main board level and hands on experience in retail, marketing, store operations and technology, which means we understand the scale of retailers' implementation challenges and what needs to be done to move quickly to deliver results.

In our partner base we have only proven technology suppliers with the history and resources to deliver to large and small retailers alike.

pierhouse
love retail

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