

CONTACT

Caroline Catoe
ECRS
800.211.1172
newsroom@ecrs.com

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K-VA-T Launches the Grocery Industry's First Unified Point of Sale System

ABINGDON, V.A. – K-VA-T and ECRS have announced the successful launch of the grocery industry's first unified point of sale system, CATAPULT®. After installing the [CATAPULT POS system](#) at all of K-VA-T's Super-Dollar-branded stores and fuel centers, the two companies have now successfully launched CATAPULT at K-VA-T's Food-City-branded supermarkets.

A key objective for K-VA-T has been to reduce operational complexity by leveraging CATAPULT's Unified Transaction Logic™, a software-based system that serves up and unifies all transaction touch points within stores and online, across the enterprise, in real time. The proprietary [Unified Transaction Logic™](#) solution allows store operators to execute transactions with speed and precision, no matter how complex, where, when, and how customers choose to shop. This unified transactional experience encompasses [Point of Sale](#), [Direct Payments](#), [Self Checkout](#), [Pharmacy Rx Integration](#), [Click & Collect](#), [Smartphone Checkout](#), Scales, and Fuel.

The first Food City installation, leveraging Unified Transaction Logic™, unifies POS, Self Checkout, Pharmacy Rx Integration, Direct Payments, and Fuel onto one single, seamless platform in real time. Additionally, CATAPULT has exceeded all of Food City's extensive promotional and consumer rewards requirements, while simultaneously increasing transactional throughput.

"We're very proud," said Jim Griffin, VP of Strategic Initiatives. "The smooth launch reflects not only the adaptability and power of the CATAPULT platform, but also how well our companies work together. We appreciate K-VA-T as industry leaders, as customers, and as business partners. And we've made lasting friends in the process."

"Working with ECRS, the K-VA-T team has been able to successfully deploy CATAPULT on time and on budget. It has surpassed our greatest performance expectations," said Don Mascola, K-VA-T's VP of IT. "Unified Transaction Logic™ has given us a dramatic increase in transaction speed and power while reducing our reliance on third party silos. We can now process a higher volume of customers at much faster speeds, making our customers the ultimate winner of this new deployment."

ABOUT K-VA-T

Food City dates back to 1918 when a store was opened in Greeneville, Tennessee. But K-VA-T Food Stores' official beginning took place in 1955 when founder Jack C. Smith—with his father, Curtis and uncle, Earl—opened the first store in Grundy, Virginia. Since that time, Food City has grown in leaps through the acquisition of several Piggly Wiggly operations in Southwest Virginia and Eastern Kentucky, along with Quality Foods/Food City, White Stores, Winn Dixie, and BI-LO units in east Tennessee. The company has also grown steadily by expansion into new market areas while remodeling and replacing existing locations as needed to best serve their customers. K-VA-T Food Stores owns and operates the 1.1 million square-foot Food City Distribution Center, located in Abingdon, Virginia and continues to grow every year through our profit-sharing plan. "About 14% of the company is owned by our associates," says Steve Smith, K-VA-T President and CEO. K-VA-T Food Stores ranked 40th on the 2008 Progressive Grocer's List of America's 50 Largest Supermarket Chains, 55th on Supermarket News' Top 74 North American Food Retailers (in 2008 with over 1.6 billion dollars in sales) and 269th on Forbes Magazine's List of the Largest Privately-Held Companies in 2007.

ABOUT ECRS

ECRS is a US-based, industry-leading retail technology solutions provider, with a successful track record that stretches over 29 years. ECRS future-proofs local and regional retailers to win in today's market, while preparing them for tomorrow's opportunities. ECRS' revolutionary CATAPULT® system is the market's only truly unified point of sale platform, running in store locations across North America. With CATAPULT, the point of sale, self checkout, web-store, inventory, customer loyalty, back office, e-commerce, and enterprise management all share a single transactional business logic. Unified Transaction Logic™ empowers retailers to prosper by providing actionable business intelligence across the enterprise. Unifying hardware, software, and services, ECRS offers a friction-free, cost-saving solution that increases customer engagement transforming the consumer experience.

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