

# Fresha Point of Sale System



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Fresha's brand new Café-Deli-Go! Store opened its doors on Tuesday 12th February 2013. The store is as innovative, satisfying and locally grown as the food it serves.

Paul Banks the owner came to us with a brief to develop impactful, flexible, sturdy display units to compliment his décor and brand trademark of friendly professionalism and good taste.

After a short meeting with the Plantabox team, also based in Exeter, we set about creating point of sale furniture to match his brief and budget.

We created 2 stand alone displays 2 crates high and 3 stand alone 3 crates high as well as two towers specially designed to store the crisps. Finally we created a 3 tier unit to carry three crates specifically for fruit.



*"We discovered Plantabox from a Google search, whilst looking for apple crates retail displays. Once we realised Plantabox was Exeter based, it made sense to make contact and arrange a visit to see the product range with our own eyes. From the moment we met Martin his enthusiasm was infectious and his helpfulness a breath of fresh air. He quickly understood what we wanted to achieve in look and design in our new café / deli. The product and service has not disappointed and we have received many positive comments on our retail display".*

**Paul Banks, Fresha**

**If you want to make a difference and stand out from the crowd...**



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for more information**