



Ballajura SUPA IGA
Ballajura City Shopping Centre
Illawarra Cres
Ballajura WA 6066
PH: 9249
4645

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Recently we upgraded our rather old and fairly antiquated checkout counters at our supermarket. We had seen Brian Cummins work at the 2008 IGA Expo and decided that the dual module checkouts he produced along with the compact express counters with smoke kiosk facilities, was the way forward for our busy 7 day store.

We visited Brian's new factory display showroom in Perth where Brian went out of his way to show us what benefits we would receive from the new checkouts, how he would install them with minimum fuss or interruption to our business and what follow up service we would receive after the initial install.

We walked away knowing that we had found a good product with the backup and support of the right man.

The install went pretty close to what we expected and Brian delivered the backup service, fine tuning and follow up maintenance that he had promised.

Comments from the installation team of electrical contractors indicated how vastly improved the checkouts designs were on previous models from other suppliers.

After some initial re-training for our checkout operators in the new design and the scan and pack method, it was clear that we were able to serve increased numbers of customers with the same staffing. Our scan rates improved as time went by requiring less man hours on our front end, which allowed us to utilise our existing staff in other roles and increase productivity across our store.

Our express checkout works a treat and still amazes us how many customers we can serve in a short space of time. The queues flow through at a great rate of knots.

After our install we decided to purchase some of Brian's bakery units for our store and again Brian's team fitted the units promptly and efficiently with great backup service. Our sales in bakery are skyrocketing as we have been able to increase our range and can showcase our specials and in store specials much better than we previously could.

These days in grocery retail you need to fight for every dollar and save every cent in costs you can. The equipment we purchased from Brian has helped us to achieve some great lifts in sales and increased our productivity which all helps achieve our ultimate goal.

I would have no hesitation in recommending Brian Cummins and his services to any store thinking of upgrading any of the equipment that Brian produces.

Neil Burns
Store Manager
Ballajura Supa IGA

Neil Burns
Operations Manager.