



Clarks strides out with VMC system

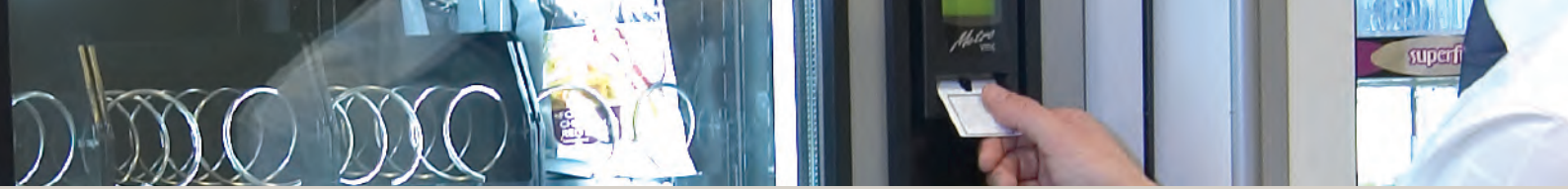
Clarks is one of the most established and famous names in the footwear market with a trading pedigree dating back more than a century. But despite its long standing traditions the company, which generates a global annual turnover of £955 million, has a very modern outlook, as reflected by a huge range of the latest shoe styles for men, women and children.



Worldwide, Clarks employ almost 13,000 people who are engaged in producing and selling almost 41 million pairs of shoes each year and in the UK, the Clarks brand is available through over 450 stockists.

Clarks have always been renowned for their comfort, quality and service and over the past few years huge energy has been put into bringing shoe styles right up to date. There's been massive investment at the company's UK headquarters at Street in Somerset where a multi-million pound robotic stock management system keeps track with ever-growing numbers of contemporary designs.

Clarks



In addition a new cashless payment system has recently been introduced for the 300-strong workforce, to make purchases at 10 vending machines, which dispense a wide choice of drinks and snacks. Workers simply load money onto individual cards to create an 'electronic purse' as part of a reliable and user friendly system introduced by leading specialist VMC.

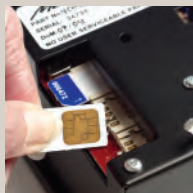
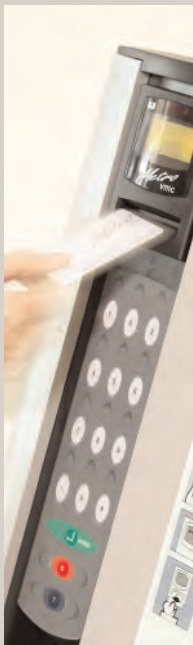
Clarks Stock Integrity Manager, David Dimmock, said the cashless facility has been integrated with other functions such as access control, time and attendance and equipment management, spanning keys and RF handguns.

"The multi function cards are very beneficial. Having a one card that does it all is very convenient and hassle-free," explained David.

He continued: "We decided to go cashless to reduce queuing times at the vending machines and the results have been quite dramatic. I have also been informed we will have less maintenance issues with cards compared to coin operated machines."

A suite of six vending machines operate in a modern canteen area whilst there are four drinks machines on the distribution centre floor.

The VMC system went live at the beginning of 2005 and has been very well received, as David added: "We have been very pleased with the service to date both in terms of the technology and VMC as a company. They listen, respond and take action where required especially if we need any further tuition."



Contacting VMC

VMC (UK) Ltd
 VMC House
 Northfield Road
 Southam
 Warwickshire
 United Kingdom
 CV47 0FG

T: 01926 816400
www.vmc ltd.co.uk
sales@vmc ltd.co.uk

CPW: VCL444