

## EPoS Case Study

# Goscote Nurseries

Goscote Nurseries was founded in 1964 with the aim of growing and sourcing plants from all corners of the world. They have the largest selection of hardy plants in the Midlands and have gained a national reputation for supplying quality trees and shrubs, many of which are rare or unusual.

Today, they are just as committed to these principles and annually introduce new plants.

Their specialities include Japanese Maples, Rhododendron and Azalea, Magnolia, Camellia, Pieris and other Ericaceae, ornamental trees and shrubs, conifers, fruit, heathers, alpines, roses, Clematis, and unusual climbers.

Since the introduction of Easitill in 2008, they have continued to grow from strength to strength. They now enjoy the many benefits of the Easitill system; quick and easy stock replenishment, stock taking, top sales reports and Plant Database custom label design.

The Easitill Plant Database has over 20,000 plants and pictures. It was quickly and easily used to Goscote's advantage with the ability to create custom, own branded plant labels with pictures and information about the plant. All this is achieved without the need for a specialist printer as the Easitill label system functions using a standard A4 Laser printer.

