

Press release  
Tangent Communications Plc

### **Tangent builds on line point of sale application for Borders**

- **85 stores to have access to on line point of sale application**
- **System built using Tangent's proprietary tool 'Toolkit.'**
- **New vertical market opening**

Borders, retailer of books, music and movies has teamed up with Tangent Communications to develop a web-based system that will enable stores to create their own localised marketing materials.

The new POS toolkit allows stores to promote their own author and community events in a consistently professional manner. Events such as Children Story Time readings, Author signings and Book Groups are now promoted using bespoke posters, leaflets and window banners.

Josephine Birt, Brand Manager for Borders (UK) Ltd, commented "Building the experiential side of the brand through localised events is really important to us. We are keen for our stores to become part of their local communities. This new technology will enable stores to promote local events in a brand-consistent way, quickly and cost-effectively."

Nicholas Green, Tangent CEO said "Point of sale continues to be a very fast growing market for Tangents' on line solution and the Borders program represents another brand moving in to the digital and customised space. "

The Borders store managers will benefit from a number of key features such as

- Image upload allowing access to Borders central image library as well as the ability to create a local image library for every store
- Each store has a unique password which will automatically pull store specific information such as opening times and address into the printed items
- Localised press adverts can be generated and sent direct to the publisher to support the in - store promotion"

### **Tangent Communications PLC**

Tangent Communications brings together on line and off line marketing solutions to deliver customised marketing solutions for companies including Greene King and Sainsbury's. The company employs 82 people across two locations, London and Cheltenham and is listed on AIM.

For more information please contact:

Nicholas Green on 0207 553 6600 or [nicholas.green@tangentuk.com](mailto:nicholas.green@tangentuk.com)  
CEO  
Tangent Communications PLC

-Ends-