

**Latest technology at Bloom 2007**



**Bloom Event**

Ireland's answer to the Chelsea flower show opened its gates to the public at the Phoenix Park in Dublin last weekend. Up to 50,000 people attended the Bloom event over the course of the four days. The show was the largest gardening event ever to be staged in Ireland, with world-class experts brought in to judge the best of the more than 30 gardens on display. The gardening market in Ireland has grown by more than 70% in the past four years and is valued at almost €1bn.

**Scalp Wood Nurseries**

The event really was a 4 day extravaganza of contemporary colours, traditional themes and inspirational ideas. Scalp Wood Nurseries, a retail nursery located in South County Dublin were present at the event and created a stunning Italian Garden titled a "Tuscan Paradise" with mature Olive Trees and tall Italian Cypress. Customers had the

opportunity to purchase a range of stunning plants from Scalp Wood Nurseries at the event.

**Solution**

In preparation for the show Scalp Wood Nurseries went through a check list of must haves, one of which was point of sale technology that would not let them down throughout the 4 day event, that could withstand large volumes and also be aesthetically pleasing and robust!

Their IT provider Computers & Training Products Ltd, a specialised IT services company, supplied the company with the recently launched Posiflex KS, distributed in Ireland by PC Cubed. This new unit has low power consumption and is fanfree. It's also stylish, cased in aluminium with a glossy polycarbonate front bezel.



**Latest Touch Technology**

The latest infrared touch technology was also installed which is specifically designed for harsh environments. It is the only touch technology that does not rely on an overlay to register a touch making it a robust and an abrasion resistant screen.

Accompanying the KS Scalp also used a wireless Metrologic handheld scanner, the voyager Bluetooth.



This cable free scanner meant that staff could move around their garden area scanning items when necessary. All data is transmitted wirelessly to the host allowing this process to be done quickly and conveniently.

**Benefits**

The whole solution was perfect for such a large event allowing

staff to look after customers at the point of sale to the best of their ability.

The event was a great success for Scalp Wood Nurseries. "The technology proved itself on the day giving us one less area of concern. It was paramount that customers were looked after quickly and efficiently at the point of sale, and they were" stated Joseph McMahon & Ottalie Dwyer Joint Managing Director's from Scalp Wood Nurseries.

**Contact Details**

Computers & Training Products  
Mike Penston  
75 South Circular Road  
Dublin 8  
+353 1 454 70 08

Scalp Wood Nurseries  
Joseph McMahon  
Ottalie Dwyer  
Enniskerry Road  
Kilternan  
Dublin 18  
+ 353 1 295 46 36