

JUICEBLENDZ, Maitre'D and POSIFLEX are blending in a winning concept - "The Perfect Blend of Taste and Health"



Interior of JUICEBLENDZ in Weston, Florida

- Nutrition and Taste: No sugary purees, sweeteners or pre-made syrups here. Only the freshest fruits and juices.

- Fashion: Animated menus displayed on flat plasma screens and interactive kiosks. The juice bar is open for a clear view of the blending process. The energetic JUICEBLENDZ staff offers customers a comfortable, contemporary and clean environment.

- Service: A point-of-sales bundle of Maitre'D software and POSIFLEX hardware provides a friendly and simple system to complement JUICEBLENDZ's operations and unparalleled customer service.

After a decade in the industry, Adam Ogden founder of JUICEBLENDZ, opened the company's first franchise in Weston, Florida in the Spring of 2005. His unique concept offers smoothies, freshly squeezed juices, weight-loss and nutritional products in a cutting-edge, functional and healthy environment. Their motto, "The perfect blend of taste and health" extends beyond their menu and product offerings—it drives them to find new ways to solve point of sale problems of the past, to seamlessly integrate technology with ingenuity.

"With our high end build-out and cutting edge technology in our JUICEBLENDZ franchises, POSIFLEX was a great complement both aesthetically and functionally," said Boariu.

Technology plays an important role in JUICEBLENDZ's operations by helping to automate the back-end processes. The JUICEBLENDZ management team found POSIFLEX point-of-sale hardware and Maitre'D software to be the best solution to simplify their operations. "Maitre'D software allows us to monitor all of our locations' sales, schedules and attendance using biometric scanning, as well as performing other important back-office management duties" said Nick Boariu, Vice President of JUICEBLENDZ International.

The technology demand is handled by multiple POSIFLEX JIVA 5800 all-in-one touch terminals. These machines are based on Window XP Pro and use the SD200 Magnetic Strip Reader which contains the biometric fingerprint scanner. The biometric scanner identifies each employee by their individual fingerprint for time clock punches, ringing up customers and tracking employee productivity.

The complete JB experience is designed to be cyclical in that it provides each and every customer the best service, and the franchisee more opportunities to promote JUICEBLENDZ's products and services. It's all part of the "perfect blend" mentality that makes JUICEBLENDZ the perfect blend of taste and profits.

JUICEBLENDZ aims to open 50 stores by 2009. Within the past six months, JUICEBLENDZ has sold 12 franchises and looks to expand throughout the entire state of Florida, followed by the Southeast region of the U.S.

About Maitre'D: Posera software provides the restaurant industry with the latest technologies that offer flexibility, simplicity and increased efficiency. Maitre'D software encompasses seamlessly integrated solutions that provide managers with the tools needed to improve their operations and management. These solutions are designed to meet any concept's specific needs, with fully customizable POS, Back-Office, Corporate and ASP applications.

About POSIFLEX: POSIFLEX has been conducting business worldwide since 1984. They are the engineering design manufacturer of all POSIFLEX products in their own ISO 9001/9002/14001 certified laboratory and factory in Taiwan. POSIFLEX has been awarded over 30 patents worldwide for its innovative product designs. They manufacture integrated POS terminals and peripherals for all different vertical markets.



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