

NCR VOYIX

Lego® Emporium Bricks & Minifigs® Builds Blockbuster Business with NCR Silver

April 21, 2014 at 8:00 AM EDT

Mobile POS, NCR Silver helps retailer reinvent the Lego® shopping experience

DULUTH, Ga.--(BUSINESS WIRE)--Apr. 21, 2014-- Born from two business partners' lifelong passion for Lego products, Bricks & Minifigs got its start in 2009 – sharing space with a cake supply shop. By meeting the needs of a growing audience of Lego lovers, Bricks & Minifigs is now the largest aftermarket Lego store in the country with seven stores, including five family-owned franchise locations and two corporate locations throughout the United States.

The founders had many years of combined retail experience and a keen focus on business operations. With thousands of new and used Lego pieces for sale at their multiple locations, they realized they needed an integrated mobile point-of-sale (POS) system with sales, inventory and customer engagement capabilities from a provider that understands the retail space. A basic cash register simply would not do, but NCR Silver proved to be a perfect fit.

"We run a business where some products may sit on a shelf for long periods of time while rare, hard-to-find collections go at lightning speed," said John Masek, co-founder of Oregon-based Bricks & Minifigs. "With so much inventory on hand, most of which is tiny pieces, it is extremely important to know what we have in real time so we can better serve our customers who have become accustomed to shopping online, and come to us for our collection of great products and exceptional service."

The corporate store in Canby, Ore., has four iPads running NCR Silver, two at the counter and two in the hands of staff out on the floor. Employees find that helping customers is easy with Silver since current inventory and customers' purchase histories are both just a click away. The mobile POS also streamlines operations and helps the retailer operate with real-time data and customer information just as an e-commerce site does.

Creating an exceptional customer experience is key, and Bricks & Minifigs uses the NCR solution to manage their email marketing campaigns and loyalty programs. An all-in-one system on the tablet gives them the familiarity and functionality they need to focus on growing their business and delivering an excellent customer experience throughout their locations.

"Bricks & Minifigs is an inspiring and innovative business model," said Justin Hotard, general manager, NCR Silver. "Putting real-time information in the hands of associates with Silver is critical for small business owners like John Masek to manage and grow his business into an extraordinary shopping experience for Lego lovers."

To learn more about NCR Silver's features, visit the [website](#), or call 1-877-630-9711. NCR Silver provides live, 7-day support and access to Silver Sidewalk™, a customer community portal with information and opportunities to connect with other members. NCR Silver tablet POS runs in the cloud, uses consumer-friendly technology, and works on Apple® devices running the latest iOS.

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