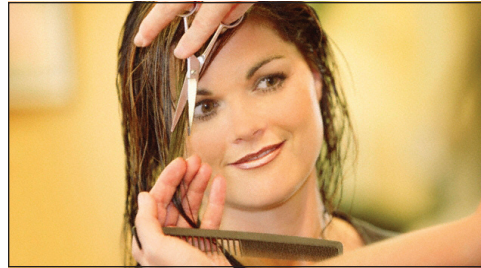


# The Hair Loft Salon



S U C C E S S  
S T O R Y

## The Hair Loft Salon runs smoothly with Salon Iris Software and Epson printers.

*“Epson printers are essential tools for my salon. They save me time and money and help improve customer service.”*

Bill Schmittling, Owner  
The Hair Loft Salon

*Bill Schmittling owns a busy hair salon, The Hair Loft, in Dearborn Heights, Michigan. For 20 years he has been offering his clients the best in hair care and customer service and his loyal clientele are a testament to his success.*

### **New POS software system needed**

As his business grew, Bill had made a wish list for his idea of the ideal POS software system that would run his business more efficiently and effectively. His solution came from an unexpected source. One of his clients, Christianna Jackson and her husband, designed the Salon Iris software system specifically for The Hair Loft Salon and the rest is history. They parlayed their success at Hair Loft into a thriving software business, CMJ Designs, and have since sold the Salon Iris system to over 10,000 spas and salons worldwide.

### **Salon Iris software system and Epson TM-T88IV printers**

The Hair Loft now operates smoothly with the Salon Iris software system, which runs its register, credit card system, appointment book, point-of-sale checkout, payroll system, gift certificate program, reporting program, website and more. Essential to the success of the system are best-in-class hardware components including Epson’s TM-T88IV

thermal receipt printers. “Whether a salon is located on Main Street or Rodeo Drive, Salon Iris with Epson printers is helping spas and salons of all sizes run their businesses more efficiently,” said Jackson, co-owner of CMJ Designs, an Epson Envision VAR Partner. Bill Schmittling agrees. “CMJ Designs’ Salon Iris software and Epson’s TM-T88IV receipt printers helps us stay more organized and provide better customer service, which translates into increased profits,” said Schmittling.

### **Fast, reliable printing is essential**

Epson’s TM-T88IV printer is specifically designed to deliver high-speed, reliable receipt printing. Its small footprint and easy-to-use features, including drop-in paper loading, makes it ideal for service environments. “Epson’s TM-T88IV printer’s high-speed printing eliminates long lines on busy days and lets the hairstylists get to their next appointments faster,” said Schmittling. “Everyone likes to spend time admiring a hair cut or color, but no one wants to spend extra time at the counter when it’s time to go out into the world with a fabulous new style.”



*Epson’s TM-T88IV thermal printer offers fast, reliable printing and easy-to-use features.*

# The Hair Loft Salon

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## Added marketing advantages

For attention-getting logos and marketing messages, the TM-T881V also prints graphics at the same fast speed as text. "Our salon also uses the printer as a successful marketing tool by printing out special offers, product discounts, upcoming appointments or loyalty points on the customers' receipts," said Schmittling.

## HIGHLIGHTS

- The Hair Loft Salon uses CMJ Designs' Iris Salon software to streamline its business.
- CMJ Designs uses Epson's fast, reliable TM-T881V printer in all their installations because of its reliability and quality.
- Epson's TM-T881V prints receipts at high speeds for fast customer checkouts and graphics for marketing and merchandising programs.

## Successful combination for The Hair Loft

"Like my scissors, blow dryer or color brushes, CMJ Designs' Salon Iris software and Epson's TM-T881V receipt printers are essential salon tools that saves me time and money," said Schmittling. "And it meets my wish list for a POS system that has high reliability, unbeatable functionality, ease of use and great customer support."

## CMJ Designs keeps growing

CMJ Designs, an Epson Envision VAR Partner, has also developed POS software systems for medical spas, dog grooming, veterinarians and other small businesses and Epson's TM-T881V receipt printer is always part of the solution.

## EPSON SOLUTION PARTNER

### Hardware and Software:

Epson TM-T881V receipt printer  
CMJ Designs' Salon Iris POS software



*Bill Schmittling updated the POS system in his busy salon to streamline his business and provide superior customer service.*