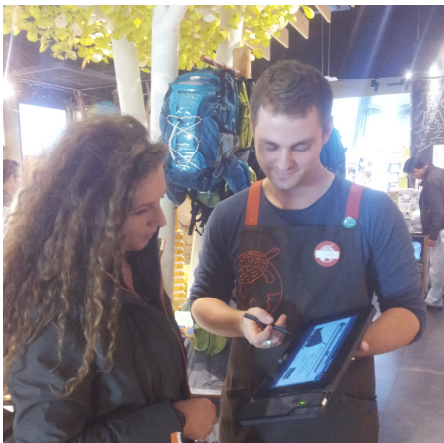




**Nature & Découvertes rolls out mobile payments on tablets with Generix Group**  
*Within the framework of its cross-channel and digital strategy, Nature & Découvertes is showing innovation in its new shops so that its customers can continue to enjoy a unique experience.*

Paris, 9 December 2013 – In its shops, designed as "atypical venues for those with a curious nature", Nature & Découvertes aims to give its customers a unique experience, awakening the imagination and stimulating the senses. As they wander through the shop, they discover a unique array of surprising, attractive, original and meaningful products. In these areas rich in discoveries and innovation, Nature & Découvertes wants each visit to surprise and delight customers. This is why the company is updating the payment process in its shops, thanks to the use of a mobile payment tablet created by Generix Group, editor of collaborative software for retail.

Nature & Découvertes was already using the Generix Collaborative Customer (GCC) payment and store operating solution, which optimises comfort and productivity at the point of payment. It tested this new connected payment system on customers in pilot stores in shopping malls in the Greater Paris region (including Vélizy 2). The tests were conclusive and so in April the brand equipped a shop in Bègles with the system. It is planned to implement the system in all Nature & Découvertes shops in 2015.



*"Sales staff can now see the entire catalogue on a tablet in the customer's presence, connect to the customer's loyalty account and view the brand's latest news. But the innovation doesn't stop there, because once the customer has made their choice, they no longer have to queue up to pay! Sales staff can scan the product with the tablet, take payment by bank card and print the receipt without going through the till",* explains Josselin Ollier, Director of Information Systems at Nature & Découvertes.

*"Providing innovative services is a priority so that we can continue to offer customers a unique experience. After sensorial marketing, store concepts focused on demonstrations, the growing popularity of our e-commerce site, Click & Reserve and Click & Collect services and tablets promoting Store-to-Web, Nature & Découvertes is continuing to develop its cross-channel system with mobile payments",* explains Patrick Lerignier, Managing Director of Nature & Découvertes.

# Press Release

The Generix Collaborative Customer cross-channel platform allows distributors to connect to the existing back office (CRM, ERP, BI, etc.) to carry out promotion, loyalty and sales actions in real time and in a homogeneous manner on all front-office applications (payment, web sites, mobile devices, social networks, etc.).

GCC Promotion improves customer satisfaction by offering, throughout the shopping experience, different bespoke advantages to encourage the impulse to buy.

Generix Group provides its GCC Loyalty service to retailers to optimise the conversion of consumers into loyal customers through offering more bespoke advantages, and a programme to win and use loyalty points.

The promotion and loyalty rules can be pooled between several companies in the same group: loyalty points, money-off coupons, gift cards, loyalty cheques, etc.

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## About Generix Group

Editor of collaborative software for the Retail ecosystem, Generix Group supports retailers, logistics service providers and manufacturers in managing, pooling and optimising their flows. The Generix Collaborative Business service package draws on extensive expertise in the areas of ERP, the supply chain and cross-channel sales management, all of which is backed by our EDI, EAI and portal integration solutions.

Including names such as Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL, Louis Vuitton, Sodial, Metro, Sara Lee, Kuehne+Nagel, Cdiscount, etc., over 1,500 international players have chosen "Generix Collaborative Business" solutions, establishing Generix Group as a European leader with revenue of over €63 million.

To find out more: [www.generixgroup.com](http://www.generixgroup.com)

## About Nature & Découvertes

Since it was founded in 1990, Nature & Découvertes has been guided by simple convictions: respect humans and nature, promote knowledge and carry out one's profession as a retailer with nobility.

This humanist vision is the vision of its founder, François Lemarchand, joined in 2009 by his son, Antoine, a former Web entrepreneur. To reflect this vision, Nature & Découvertes offers a selection of surprising, attractive, original and meaningful products, giving the customer the opportunity to discover the world and its riches. In terms of services, the company also has a pedagogical outlook by offering outdoor activities guided by nature enthusiasts. To protect this precious nature, Nature & Découvertes has created a Foundation. For each Club membership card issued, the foundation receives one euro: 1,600 projects have already been realised thanks to the 9.5 million euros funded by the Foundation! Nature & Découvertes has a network of 85 shops in France, Switzerland, Belgium and Luxembourg. Its e-commerce site is the chain's leading store, with average yearly growth of 20%.

To find out more: <http://corporate.natureetdecouvertes.com/Hub>