



**FOR IMMEDIATE RELEASE:**

May 25, 2018

**CONTACT:**

**NAME** - Caroline Brady

**PHONE** - 650-200-1708

**EMAIL** - [caroline@pointy.com](mailto:caroline@pointy.com)

## **Retail tech company Pointy is levelling the playing field for thousands of brick & mortar pet stores around the world**

[Pointy](#) has created a little device that provides local retailers with an automatic way to list all of their products online and drive more traffic to their brick & mortar store.

Their unique "Pointy box" device connects to a store's barcode scanner and automatically displays scanned items on a website for the store. The store pages are optimized for search engines, so that when local customers search for products, they find results from local stores. The Pointy devices are already in use by retailers across all 50 states, and their local store pages have appeared in search results tens of millions of times.

CEO and co-founder Mark Cummins explains: "**For many local retailers, keeping up with technology can feel like too much. They have full time jobs to do already, they don't have the time or expertise to create digital stores as well. But consumers increasingly expect to find everything on their smartphones. If someone takes out their phone to search for a product they want to buy, they're likely to see a result from Amazon, even if a local store 50 feet away has the product in stock. It's a frustrating for retailers and consumers alike. Pointy is solving that problem in a way that's effortless for retailers. Many retailers are attending SuperZoo to source new and exciting products to stock in their store. Pointy ensures that local customers can easily find their store when they search for these products.**"

Retailers across the country have already been using Pointy with great results. "**I notice since we use Pointy that younger kids are coming in, so it's hitting the younger base**" says James Giuliani of [The Diamond Collar](#) pet store in Brooklyn, NY.

Brad Romero from [Ben's Barketplace](#) has also noticed Pointy increasing footfall to his store: "**It's working really well for us so far. We've had several calls from customers who have found products that we stock through our Pointy Page. By using Pointy we're leveraging our online presence in a way that gets more customers into our physical store.**"

### About Pointy

Pointy was founded by Mark Cummins and Charles Bibby in 2014. The company's device makes it effortless for a retailer to get their entire inventory online and attract customers to their brick-and-mortar location. The company is based in Dublin, Ireland.

Retailers simply plug in a Pointy device, and the complete contents of their shop is displayed online automatically. The entire process involves less than five minutes work. When a shopper is searching online for something the store sells, Pointy helps the shopper find the local store, where they can buy in person. It's an alternative to e-commerce that's simple and effective for local retailers. Pointy is used by retailers in all 50 states across the US, as well as in Canada, the UK and Ireland. Pointy's local store pages have appeared in search results tens of millions of times.

[www.pointy.com](http://www.pointy.com)

