

CASE STUDY | POUNDLAND



Poundland 

The simple solution to cash management

Poundland started trading in 1990 and was an immediate success. Their unique concept of offering all products for £1 represented excellent value for money, which generated high sales, with 80% of these takings in cash. However, as rapidly as the business expanded, so their high cash turnover at the tills increasingly threatened to impede their operational efficiency and strangle growth.

A solution was required. Poundland needed to ensure that their tills were counted as quickly and accurately as possible.

Cash handling and integration

Today Poundland has 500+ stores nationwide. There are Cashmaster machines in every store to ensure time isn't wasted on till counts and reconciling daily takings. Cashmaster worked closely with Poundland management to review its in-house systems and procedures, and to use this data to configure the cash counting devices to integrate seamlessly into their cash handling process.

“It saves time! Our customers mainly deal with cash so we have a lot of cash to count. We count in the back office throughout the day, so there is a great need for a Cashmaster cash counting machine. The Sigma 170 is integrated into our own management system so it provides instant reconciliation reports”.

—Assistant Store Manager, Poundland



Key Facts: British budget grocery and retail chain, providing a variety of products. Part of The Steinhoff International Group.

Stores: Poundland has 896 stores in the UK.

Training: In store consultation and training provided by Cashmaster.

Purchased: Sigma 170 devices.

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Savings in time and profit

With an average of 6 tills per store and at least 2 cash counts throughout the day, Poundland saves approximately 150 hours per day nationwide using Cashmaster’s counting machines compared to manual counts. This has saved time, profit and the possibility of cash loss from theft or error. This equates to over £300,000 recurring annual savings to business and a Return On Investment in just 24 weeks.

“We allow our sites to contact the support service directly. Overall I believe the service adds value to Poundland’s IT service offering, as the users have direct access to product specialists throughout Cashmaster. I would recommend a Cashmaster consultation to any business that has a necessity or requirement to count cash”.

—Neil, Senior Buyer, Poundland



Cashmaster Sigma 170

Counts loose, bagged and rolled coins (scoop or till cup).	✓
Counts loose notes.	✓
Counts from float (easily editable).	✓
Counts coupons, vouchers and tokens.	✓
Counts banded or strapped notes.	✓
Multi-user/multi-till memory and reconciliation.	
Fully portable (10hr rechargeable, fast-charge battery and AC power supply).	✓
Large easy-to-read graphical display.	✓
Function hot keys.	✓
Management security code.	
Fully customizable.	
Easily updatable for currency changes and additional functionality.	✓
Multi-mode, multi-till, multi-user options.	
Memory facility.	
32-bit ARM processor.	✓
Data storage facility (NVRAM).	✓
Ethernet.	✓
Integrated printer (optional).	✓
USB.	✓