

The RainShed Inc.
OUTDOOR FABRICS AND SUPPLIES

SPOTLIGHT



BIG HAIRY DOG



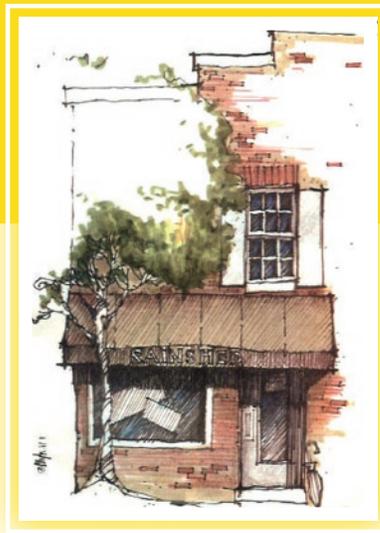
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BigHairyDog.com

The RainShed Inc.
OUTDOOR FABRICS AND SUPPLIES

The Rain Shed
Fabric & Notions
Single Store

"The style features made it easy to deal with repetitive entries like zippers in 12 colors and 8 lengths. It also let us deal with decimal units; this is key for selling fabric in 1/8th yard units. "



The Rain Shed was opened 31 years ago by a creative and crafty mom who wanted to sew rain gear for her 5 children. Located in Corvallis, OR, a small community outside Siuslaw National Forest where long-time residents are like extended family, it has operated as a walk-in and mail order store ever since its opening. In 2007 the store was bought by its current owners, Mike and Glenda Sernach.

The Rain Shed features one of the area's largest selections of fabric. Those in the industry would recognize the names: Cordura, Polartec Fleece, Sunbrella, Lycra, Coated fabrics, tapestries and a variety of waterproof 'breathables'. They also stock all the notion necessities and are continually adding to their inventory. They have one of the most comprehensive websites we've seen. Check it out! www.therainshed.com.

Glenda and Mike foster a company culture that is casual, informal, helpful and FUN as they connect in a personal way with their customers. "We enjoy our customers! They are primarily made up of creative, inventive individuals who have a passion for life and enjoy the great outdoors.



We also have a variety of small home-based manufacturers who source materials from us."

According to Mike, Glenda is the overall "Grand Poobah". She makes all the really important decisions, while Mike spends most of his time lugging large bolts of fabric around and doing tech support.

While they were shopping for a POS system at a local tradeshow, they received a Retail Pro demo and were entered into BHD's drawing for a free Hawaiian vacation. They received a 'Double Win' when they won the vacation AND purchased Retail Pro. Glenda says, "We wanted to go on a cruise for our

25th anniversary, but we bought a 30-year old business instead. BHD is helping us bring it into the 21st century technology-wise and provided us with a wonderful, relaxing, much needed break."

The Rain Shed is now enjoying the benefits of Retail Pro technology in their shop.

BHD: What POS system did you use prior to Retail Pro?

GLEND A: Nothing official; as Mike refers to it, "notes on toilet paper with crayons". Everything hand written several times in several places.

BHD: You said a POS system was your first big purchase. Why did you choose Retail Pro?

GLEND A: We compared systems, and talked with other retailers as well as current Retail Pro users. The style features made it easy to deal with repetitive entries like zippers in 12 colors and 8 lengths. It also let us deal with decimal units; this is key for selling fabric in 1/8th yard units.

BHD: What system features are most important for your business?

GLEND A: We use lots of sales orders and customer histories. People call and say, "I want the same kind of fleece you sold my friend Mary," and Retail Pro puts that

information at our fingertips. We're also very interested in sales histories as otherwise we are guessing what items are our best seasonal hot sellers.

BHD: How would you describe the service you receive from Big Hairy Dog?

GLEND A: Service has been great. Jen's been very helpful and keeps showing us new timesaving tricks. We had a rounding issue show up the day we went live and the techs were very helpful in getting us squared away quickly.

We have had nothing but good experiences with Big Hairy Dog, which makes life easier.

