



Kast-A-Way Swimwear

Who would've thought that one of the nation's largest retailers of competitive swimwear would have its roots in the trunk of a green 1975 Chevy Caprice? But so is the case with Cincinnati-based Kast-A-Way Swimwear. In 1975, Patti Kast began importing the new, more technologically designed swimsuits from Europe which she would then sell at her children's swim meets.

While Kast-A-Way continues to sell suits at swim meets across the country, the Chevy Caprice has given way to retail stores, a call center, and laptops using CounterPoint's Multi-Site features. Multi-Site allows each store (or laptop) to operate independently each day and then synchronize their data at night.

Prior to each meet, laptops are updated with current inventory and pricing. "The meet setup includes a laptop, a scanner, mag-strip reader, and a receipt printer," says Chip Allen, manager at Kast-A-Way. When sales people return to Cincinnati, the laptop data is easily synchronized with CounterPoint. "In the past, sales from these events had been hand-written and then re-entered into the main computer system at a later date. By using CounterPoint and CPGateway [Synchronics' Internet credit card service], we've been able to catch credit card declines as they happen rather than try and track the customer down later."

Allen and staff chose Customized Solutions, an Authorized Synchronics Dealer in Cleveland, OH, to install their lifesaver—CounterPoint. "CounterPoint offers ease-of-use, grids, offline ticket entry, and barcodes, as well as continued development of the software," Allen says. "The system that we had prior to CounterPoint created a tremendous backlog of orders. With CounterPoint, the inventory that we have on-hand ships that day. Pick Verify has also completely done away with any shipping errors."

"The majority of our product line is apparel that's offered in multiple sizes and colors," Allen says.

"One of the most important features that we were looking for was gridded items. In addition, we do a fair number of off-site sales events, and we needed a software package that would allow us to seamlessly sell items off-site and then synchronize the data."

Overall, CounterPoint has been a swimmingly successful venture for Kast-A-Way. Profits are up, mistakes are down, and Allen sees nothing but continued growth in the future.



Kast-A-Way sells competitive swimwear at swim meets across the country using laptops equipped with CounterPoint's Multi-Site feature.

companyoverview

Kast-A-Way Swimwear

specialty: **competitive swimwear**

location: **Cincinnati, OH**

number of stores: **5**

years in business: **28**

years on CounterPoint: **2**