

HP Point of Sale system goes to the head of the school lunch line



“School lunch programs need a POS solution that is both stable and affordable. With support from HP and Tech Data, we’re able to offer customers the unique advantage of having top-of-the-line products like the HP POS rp5000 at an affordable price. That’s real value.”

– Brad Boyink, Vice President,
Meal Magic Corporation



At a glance

- **Company:** Meal Magic Corporation
- **Founded:** 1988
- **Headquarters:** Grand Haven, Michigan
- **Employees:** 10
- **Telephone:** 877.383.3100
- **URL:** www.mealmagic.com
- **Primary business:** Provides POS and back-office systems for school food service programs

Partner at a glance

- **Company:** Tech Data Corporation
- **Headquarters:** Clearwater, Florida
- **Telephone:** 800.237.8931
- **URL:** www.techdata.com
- **Primary business:** Global provider of IT products, logistics management and other value-added services

A profitable partnership

Meal Magic buys HP hardware through Tech Data Corporation, a leading distributor of IT products. "Tech Data has been a wonderful resource for us," says Boyink. "They help us meet customer expectations by delivering hardware from their warehouse in Indiana within 24 hours."

Meal Magic leverages Tech Data's POS/Data Capture Specialized Business Unit (SBU), which tailors its product offering, sales and technical support to the specific needs of VARs developing POS solutions. "Tech Data is dedicated to offering customers like Meal Magic the latest POS technologies from leading manufacturers like HP," said Karl Werner, director of Tech Data's Advanced Technologies Group. "Meal Magic's creative use of HP POS technology is an excellent example of how Tech Data, resellers and vendors collaborate to develop unique and innovative solutions."

"HP and Tech Data Corporation give us good advice and excellent products, as well as great availability, pricing and marketing support," says Boyink. "HP's catch phrase is 'invent' and that's exactly what we're doing. We're inventing new technologies, and HP expertise, equipment and support are making it easier for us to do it."



For more information on how working with HP can benefit you, contact your local HP service representative, or visit us through the Internet at our world web address: <http://www.hp.com>

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