



**Opterus**  
Simplifying Communications

## **Dylan's Candy Bar Will Have Sweeter Store Communications With Opterus' OpsCenter!**

**Toronto – January 9 , 2019 – [Opterus](#) Inc.**, the leading global provider of cost-effective, web-based store communications and task management solutions, today announced that Dylan's Candy Bar LLC has chosen the Opterus *Store Ops-Center* as its centralized communications solution.

"Opterus was the most exciting booth I saw at the 2018 NRF Expo and I believe the solution has the potential to have a strong impact in our company," said Erica Stevens, Vice President of Supply Chain and Information Technology, Dylan's Candy Bar.

Opterus' *Store Ops-Center* is an intuitive, multi-modular, easy-to-use cloud solution designed specifically for retailers to effectively manage and execute store tasks and communications. The solution measures and increases operational compliance, communicates corporate policy, manages day-to-day objectives and tasks, and handles issues between corporate office and store locations. A simple and agile solution, *Store Ops-Center* allows for rapid implementation and strong user acceptance.

"Partnering with Dylan's Candy Bar is a very exciting opportunity for Opterus," said Gary Stonell, Vice President of Business Development, Opterus Inc. "They've built an exceptional brand with big growth plans that give us the occasion to showcase our solution to ensure they meet their goals."

For more information about Opterus, please contact Gary Stonell, at 416-884-4924 or [gary.stonell@opterus.com](mailto:gary.stonell@opterus.com)

### **About Opterus Inc.**

Opterus Inc. is a leading global provider of a cost-effective, easy-to-implement store information and execution management solution that increases productivity and improves retail enterprise communications. Opterus *Store Ops-Center* software is an on-demand, web-based retail portal designed to communicate corporate policy and day-to-day objectives between corporate office and store locations. Deployed in over 45 countries in 30 different languages, the solution is specifically designed for retail operations, and provides store personnel with clear, concise and timely direction, along with the proper tools to best do their jobs to support corporate initiatives. Opterus is based in Toronto, Ontario and was founded in 2006 by a group of seasoned retail industry technology veterans. For additional information about Opterus, please visit <http://www.opterus.com>.

### **About Dylan's Candy Bar LLC**

Dylan's Candy Bar was founded in 2001 by Dylan Lauren with a mission to awaken the creative spirit and inner child in everyone. Renowned for merging the worlds of art, fashion and pop culture with candy, Dylan's Candy Bar is the pioneer in changing the way we see candy today. As the largest state-of-the-art sweets emporium and candy lifestyle brand, Dylan's Candy Bar is not your average "candy store." The modern day candy land is home to over 7,000 candies from around the world, making it the most popular destination for the ultimate sugar rush experience.

Dylan's Candy Bar freestanding stores are currently located in New York City at 60th Street and in Union Square; Chicago; Los Angeles; Miami and East Hampton. In addition to luxury boutiques in premier hotels, international airports and leading department stores, Dylan's Candy Bar plans to continue expanding in major cosmopolitan cities in the U.S. and worldwide. For more information about Dylan's Candy Bar, visit [www.DylansCandyBar.com](http://www.DylansCandyBar.com). Follow them on Facebook, Twitter, Instagram and Pinterest @DylansCandyBar



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