

Moneris  <sup>®/MD</sup>

+

Twin Image  
Hairdressing



**Line of business:**

Service

**Products used:**

Moneris Go





# Summary

Twin brothers, Nick and Terry Haros, are the founders of Twin Image Hairdressing. Their path to hairdressing was ingrained in their genes, as their father owned a salon in the Greater Toronto Area (GTA). The twins spent their early years learning from their father and refining their colouring, cutting and styling skills. After getting professional training, they opened their first Toronto location on Danforth Avenue in 1999 and a second location in the Upper Beaches area in 2010. Although they have been processing with Moneris for many years, the most recent solution they have turned to is Moneris Go.



**We have zero regrets about deciding on Moneris Go. The device has been life-changing for the business with several advanced features including remote access to reports. Being able to have insights at the tip of my fingers when I can't be at the salon allows me to not only be productive with my continuous business planning, but it puts me at ease as well.**



Nick Haros  
Co-founder of Twin Image Hairdressing

# Background

Two brothers. One passion. Hairdressing. Twins, Nick and Terry Haros established Twin Image Hairdressing in the Greater Toronto Area carrying on a family legacy of hairdressing. The twins spent their childhood in the industry at their father's salon, which was one of the first to offer hair cutting, styling and coloring services to both men and women in Toronto. Their father inspired them to go to Hair Styling School before completing an apprenticeship and they began to cut hair at the young age of 17.

After gaining the education and experience required for cutting and coloring hair, the brothers opened Twin Image Hairdressing in 1999, on Danforth Ave when they were 21-years-old. They deliberately chose the space as they were seeking an 'odd' location within the GTA that would be more accessible to clients. "Many people discouraged us because of the location, but we did it and it ended up working in our favour." They describe it as 'one of the more hidden spots' in the Toronto area as clients have to venture out beyond their regular paths to find the salon.

Nick and Terry worked together at the salon before opening a second location in the Upper Beaches in 2010. Nick currently runs the operations of the original location while Terry manages the Upper Beaches salon. Both of the locations have hairdressers specializing in hair coloring and cutting including Nick's wife, Katrina. The hairdressers have each made a commitment to be up-to-date on the latest hairdressing trends in order to help their clients achieve their 'hair goals.'



# Purpose

Although the first location isn't necessarily in a popular area, word of their skill travelled quickly and they became a well-known fixture with a full client base. Twin Image Hairdressing does not engage in traditional advertising, as they prefer to increase their clientele through authentic word-of-mouth referrals.

"Our clients are so important to us and we value building relationships with them throughout the years. To us, our clients appreciating their time at the salon and spreading the word makes the experience more valuable on both ends." The stylists prioritize taking the time to understand what the individual needs of each client are.

Nick added, "One of those clients is my grade five English as a Second Language teacher who started going to my dad several years ago and now comes to me for her hair needs."

"Building these relationships with clients means that when we welcome them into the salon, we treat them like they are family in terms of giving them comfort and respect throughout their visit."





# Why Moneris?

Twin Image Hairdressing was introduced to Moneris® through their bank, the Bank of Montreal® (BMO) and began process payments with a terminal in 2011.

As Twin Image Hairdressing continued to grow and evolve, they wanted to upgrade their payment solution to offer clients options with modern technology. Nick explained that Moneris Go was a next-generation payment solution that would make the most sense for the business. “We have zero regrets about deciding on Moneris Go. The device has been life-changing for the business with several advanced features including remote access to reports. Being able to have insights at the tip of my fingers when I can’t be at the salon allows me to not only be productive with my continuous business planning, but it puts me at ease as well.” The remote access to reporting means that he can look at transactional trends that backtrack to 12 months and enables him to apply filters if he wants to understand any specific areas of the business.

Nick added, "Moneris Go was especially handy when we had to close our doors due to the COVID-19 pandemic restrictions. We wanted to continue supporting our clients even though they could not come into the salon, so we started offering a curbside pickup option for hair products. Moneris Go made the process easy as we were able to bring the wireless terminal with 4G connectivity directly to our clients' cars."

"Not only has Moneris Go been a high-functioning device, its aesthetic has caught the eye of many clients who visit the salon. They often think we had a designer who came up with each detail throughout the device such as the touchscreen on the sleek interface."

The customer service support provided by Moneris is a part of the company that has really stood out to Nick. "There have been times when we needed to call Moneris with questions and the in-depth responses from representatives has been nothing short of amazing."





# Looking Forward

Nick and Terry plan to continue doing what they love while their family stays at the heart of everything they do. They are optimistic about the future as they move beyond the hardships the hair industry faced during the COVID-19 pandemic. For now, the brothers will enjoy every moment of making their clients feel fabulous while building on lifelong relationships with them.



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