



## CUSTOM and NITERE: new overseas partnership

**Parma, 28<sup>th</sup> December 2011:** The CUSTOM Group and the Brazilian company NITERE have signed a collaboration agreement for the production of two lines of kiosk printers and distribution of the entire CUSTOM product range for the Brazilian market.

This partnership aims to offer high-tech solutions made on-site by NITERE and supporting the sale of CUSTOM products in Brazil.

NITERE – the only manufacturer of touch screens on the Latin America, and specialized in the production and sale of IT products - will, in addition to the production of CUSTOM printers in Brazil, deal with after-sales support. Technical assistance and repair and spare parts service will therefore be managed by NITERE, with the goal of providing a direct commercial and technical service to the local area, serving Brazilian Customers in the most efficient, fast and professional manner possible.

The CUSTOM/NITERE partnership reinforces the international expansion policy defined by CUSTOM through the choice of specialised partners to ensure Customers technical/business service that is always at the height of its performance and CUSTOM product quality.

We invite you to visit our website [www.custom.biz](http://www.custom.biz) to see the whole range of solutions offered by CUSTOM as well as our latest products.

### NITERE

*Born in 2008 the company was created to develop and produce products with touch screen technology. The primary objective of NITERE is to serve the market with high quality IT solutions with local technology. The success of the company is due the fact to always worry about the customers needs, and treat them specifically, to individually be able to provide the latest technologies to the market. By been currently the only manufacturer of touch screen in Latin America, NITERE proudly announce that it's growth in it's youngest life keeps achieving 50% each year. Dominating all the touch technologies in the market, producing and providing specialized support, is the company goal. For NITERE, each client is unique and has unique needs that would be addressed individually by a team of highly qualified professionals.*

### CUSTOM ENGINEERING

*CUSTOM ENGINEERING was founded in 1992 with the idea to create mechatronic (mechanical/electronic) solutions, in particular for the growing printer market. Since its foundation, its goal has been maximum investment in research and development, products and solutions. All the technical and electronic steps, mechanical designs, firmware, drivers and utilities are developed in-house. 20 years of product development have given us extensive technical know-how and consolidated experience in various fields. CUSTOM, in fact, has the most extensive range of specialised devices for vertical markets: Retail outlets – printers, receipt printers and cash registers - OEM and TKT - mechanisms, printers, ticket printers and scanners - and the Gaming/Lottery/Betting division with printers, terminals, monitors and scanners.*

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