

## PRESS RELEASE

### **Spotlight on the technology that helps, that "brings order to chaos" during the Coronavirus emergency; Large-scale distribution and pharmacies are the trendsetters.**

**Kiosks and lockers, shopping delivery in the supermarket forecourt and home delivery. 75% of those who bought online in the last month had never done this before. Custom and Amtek tell us about the technological solutions already in place to raise public awareness on the different ways of buying, that reflect the new regulations but also new preferences and spending habits.**

February and March recorded an important increase; the entire large-scale distribution sector had to manage a demand that has more than tripled. The race for stocks has been recorded everywhere from North to South throughout Italy but also abroad. With a correlation that seems incredible, various analyses and studies conducted in this difficult period of health and social crisis have shown that with each increase in the number of contagions, access to e-commerce sites increased in parallel, also leading to the collapse of deliveries of large world chains that seemed to be and have impregnable organizational structures and logistics systems. Also the vending world (vending machines) is at the centre of attention: on the one hand there is a surge of requests, especially for lockers, but on the other hand the measures, for example in Lombardy, have banned their use with the exception of water and milk (only in Lombardy). In the rest of Italy instead, the benefits are tangible. "All the trade solutions and technology that avoid proximity between people, that offer delivery services, that support and/or cancel queues and also help shop assistants, are going as fast as ever", says Alessandro Mastropasqua Communication Manager at Custom Spa, the multinational company from Parma that has renewed the world of printing and scanning systems in the retail, industrial and transport sectors. At Custom, we have always carefully listened to the market, trying to support our customers and partners with innovative and easy to use solutions. In this case, the protagonist is VKP80II (the reference printer for kiosks), the most reliable printer, ideal for heavy workloads in outdoor environments and equipped with a set of tools developed by Custom for remote control. We asked AMTEK, a leading company in the automated sales of products and services, how this pandemic has changed the market and how technological solutions can bring order to chaos.

**Amtek/Custom solution for COOP.** "In the last period, we have recorded a great interest in solutions that make life easier for end customers, both in the retail and pharmaceutical sectors. There has been an average increase of 700% in the demand for lockers in the pharmaceutical world too", says Amtek's CEO.

First of all, Coop's solution that envisages two different e-commerce modes for different points of sale: they are referred to as Kiosk Coop and Kiosk Coop light, the first solution was born to live totally outdoors, while Light is dedicated to small points of sale. The end customers can do the shopping on coop's e-commerce, paying online or, when picking up the shopping at the point of sale, even without getting out of their car: they will identify themselves through the QRcode or PIN received directly on their smartphone and will wait for the operator who delivers the shopping at the indicated pitch. They will thus overcome all the queue issues, doing the shopping directly from home. The system allows you to choose the time slot, by making the already occupied slots unavailable. In addition, the kiosk solution also allows you to better manage the area provided for lockers by directly organizing the pick-up flow in the designated area, informing the user about their shift so as to cancel the queue completely. These solutions are already operative and installed, specifically in Piedmont and Liguria.

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**Amtek/Custom solution for lockers** Deliver products with as little contact as possible. Lockers with integrated e-commerce solution. In this way the end customer can use an app or webapp to buy directly online or on-board the machine. An example is the Pharmalocker, a vertical locker that meets the needs across the pharmaceutical industry: e-commerce solution with online payment, product sales, ordering and product delivery in the locker, with as little contact as possible. Also in this case once the shopping is ready, the customer will receive a message and, avoiding queues or waste of time, can go and pick up the order. By means of a simple APP, the customer can do everything remotely and then wait for the pin or QR CODE to pick up the shopping on board his/her car. In addition, in times of emergency and/or night opening, a monitor will be available to communicate with the operator, in addition to a set of mobile bulkheads to deliver the required products. Furthermore, a real pharma drug delivery system can be provided, available H24 and equipped with protection glass, dialogue feature and product delivery through special slots.

## CUSTOM S.p.A.

*Custom is a "Hi-Tech Solution Company" that integrates different know-how and design skills based on hardware, software as well as presales and aftersales service solutions in vertical markets where technology and innovation are important and distinctive elements. Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, the Group's priorities are close attention to the market to provide integrated solutions for data printing, scanning and reading and the automation of public services.*

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