

PRESS RELEASE

EUROSHOP 2020: Focus on Data Intelligence, new products and cross-selling for Custom's solutions dedicated to the retailers worldwide

Full integration of front-end and back office, thanks to data collection technologies. The multinational company operating in over 76 countries brings a range of hi-tech, complementary and modular solutions at Euroshop – HALL 6, F29 –. All the products are aimed at simplifying the entire work-flow at the point of sale by means of Data Intelligence systems and the expertise gained in 15 fiscal markets.

A smart and efficient point of sale capable of meeting the needs of the business operators, of the market and, at the same time, capturing the current and future trends of end customers. This is the point of sale Custom is looking at. The Italian company, operating in over 76 countries worldwide and 15 fiscal markets, provides solutions dedicated to the retail world, from the fashion industry to retail sales, going through the Large Scale Distribution (PCPOS systems, fiscal printers, cash registers, mobile devices as well as scales). At the Euroshop 2020 trade fair, Custom will step on the accelerator of Data Intelligence, relying on its unique approach that combines hardware, software and service with a complete and transversal range of products that meet all the needs of the industry operators.

World previews of Custom-made products

In Düsseldorf, the Italian company will present a number of world previews for the retail sector, as developed by its R&D department with a team of 200 engineers and 100 developers. Custom presents **P3, the thermal printer ideal for all the retail sectors** and hospitality. With a view to providing solutions that are easy to install and that simplify the work of the business operators, P3 is a printer capable of assuring the perfect balance in terms of quality and performance, thus satisfying a "universal" target. Highly durable printing head, automatic cutter, greatest functionality and practical design. P3 is also equipped with USB interface, Serial RS232 and Ethernet port, with direct management of up to two drawers (for cash and coins). **UNICA, on the other hand, is a scale manufactured by ITALIANA MACCHI** (a company with a 133-year background acquired by Custom in 2018). The scale is a design product that combines classic style and new technologies: a large and bright display, a spacious keyboard with shapely lines and characterised by a high-sensitivity membrane capable of resisting water, flours, soil and any other external agent. The tried and tested easy-loading Custom printer is attached to the side of the keyboard in a lateral position to improve overall operability and facilitate its use in any working situation, efficiently and quickly. In addition, the brand-new printer is also available for use with labels or adhesive paper employed by the R version. Last but not least, **PATH 15 is the new PC POS with 15" touch screen**

World Headquarters

CUSTOM S.p.A. Via Berettine, 2/B - 43010 Fontevivo Parma ITALY / Tel. +39 0521 680111 - Fax +39 0521 610701

VAT: IT02498250345 Share Capital: 6,000,000 € fully paid up / Business register of Parma No. IT02498250345 / REA No. 243435

info@custom.biz - pec@pec.custom.biz - www.custom.biz



thoroughly “Made for Retail”: a captivating and essential design, fully Fanless, that puts functionality and interaction with the operator first. A robust device, with aluminium structure, that is also "sturdy" because of its internal components and software equipment chosen: SSD Hard Disk easy to reach and with a capacity of 128 GB, Intel processor and Windows 10 operating system. Path 15, in addition, implements all of Custom's software packages designed for the retail world. **PC-POS SILK** will also be exhibited at the trade fair: **a product with a strong yet functional look**, that boasts pure innovation and has obtained immediate success on the market. Available in two versions – 15” and 13” – it can come equipped with two displays for communication with the end customer. This solution works in Android environment and uses the POSA App. (Point of Sale Android): an Android App that meets all cash point needs in a smart, fast and reliable way.

Data Intelligence: the technological pulse that simplifies and optimises the point of sale

Connecting different devices, linking data, connecting front end and back office. The retail world is experiencing a strong digital acceleration that requires partners capable of providing complete and tailor made solutions. There are no longer individual components: each one must communicate with the others, to create an efficient, smart and intuitive digital ecosystem. A fast sale process, a unique and refined shopping experience, dedicated services, data filing, profiling: all these activities can optimise the entire work-flow, with genuine benefits in terms of productivity and return on investment. Thanks to the integration of hardware, software and service, Custom can create synergistic solutions in which software functionalities shape hardware components, that are - in turn - natively conceived to implement data-driven operations. In this light, at Euroshop Custom will present a range of data intelligence solutions, such as **the barcode scanner family with a range of 5 SCANRANGER models**. These have been fully developed based on different yet synergistic markets, where data reading is the starting point for digitalization, a process that is as important as printing a fiscal receipt that marks the end of the sales cycle. These professional, competitive devices feature a modern and ergonomic design with robust cases, and are available in multiple versions: for 1D and 2D scanning, corded or wireless with Bluetooth interface, and in the presenter version, omnidirectional scanner with automatic code detection. As regards the mobile computer range, Custom will present **P-RANGER, a full touch rugged hand-held computer** - the evolution of RANGER PRO that raised great interest on the market - characterised by unique versatility. It is actually possible to differentiate this product with a scanner and/or finger print, depending on the different and modular models used (RP100 - RP300 and RP 340). The top of the range rugged mobile computer terminal with keyboard is K-RANGER: a terminal with 2D scanner, featuring Wi-Fi and UMTS/LTE connectivity, available in the GUN version with both standard and extra long range scanning. Shock-proof multi-touch display. In addition to superior performances, it is capable of

working in open fields, also without Wi-Fi coverage, as required by the different industry and market needs. Finally, digital transformation, which has had a substantial impact on people's life, is becoming today a business opportunity that retailers should promptly catch. Being aware of this strong acceleration towards integration of the real and virtual world, Custom has developed a range of digital signage and Augmented Reality solutions that may change the end consumer's experience and, at the same time, optimise and improve the work-flow of business operators.

A 20-year experience and 15 fiscal markets: Custom is ready for the German market

Custom has always invested in resources to innovate and anticipate technological solutions for fiscal purposes. Since 2001, the company has continually developed solutions to facilitate the work of retail operators worldwide. Already at the beginning of the years 2000, Custom created the first fiscal printer with integrated Electronic Journal. From that moment, different products have been launched and have made, from time to time, history on the market: from fiscal printers to cash registers (fixed and mobile), going through devices for Electronic Signature and Fiscal Data modules. This has allowed the company to work for the biggest brands in the fashion and large scale distribution industries all over the world. Thanks to this continuous acceleration, the company is now operating in 15 fiscal markets – in Europe, Russia and Africa – and is working to enter other countries in the USA and in Europe, among which Germany. Custom is actually ready for the October 2020 deadline, when the new local tax regime enters into force.

Transversal products, evolved service centres and the partnership with Ingram and Bluestar keep the company closer to its customers.

Custom is the sole company worldwide that can boast a consolidated experience in a variety of sectors and markets. Over time, Custom's products and technologies have become synonymous with reliability, innovation and state-of-the-art for the world of retail, hospitality, self-service, industry, public transport, entertainment, lotteries and betting. The ability to work in different fields has allowed the company to develop a "full stuck" approach in terms of hardware, software and service, with a range of transversal and diversified solutions that can meet the needs in the Large Scale Distribution, HO.RE.CA. and DELIVERY industries. The strong innovative boost of the solutions proposed goes alongside with a daily Customer support through Custom's Service Centre: a point of excellence at international level, with a staff of 300 technicians working every day from 7:00 AM to 9:00 PM. At any time and in any place: this is the secret of a proximity service that achieves high KPIs for service ticket closing, with an 8-hour Service Level Agreement worldwide.

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To assure an ever more efficient distribution of its products, the Company has established a partnership with Ingram Micro and Bluestar. The aim is to strengthen its presence abroad and provide a more extended market coverage and therefore distribution of the company solutions that are already used by major partners globally.

CUSTOM S.p.A.

Custom is a "Hi-Tech Solution Company" that combines different know-how and design skills based on presales and aftersales hardware, software and 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.

Contact

Corporate Communication: Alessandro Mastropasqua

Tel. 0521.680111 - Mob. +39 334 6896730 - a.mastropasqua@custom.it
info@custom.biz

Icat Group press office

Edoardo Marangoni - Chief PR & Press Officer

edoardo.marangoni@gruppocoicat.com

Miriam Villani – PR & Press Officer

miriam.villani@gruppocoicat.com

Tel. +39 049 8703296 › direct 3

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