



Press Release 3th March 2017

From International fiscal solutions to Multi Scan, Custom presents its embedded solutions

CUSTOM PRESENTS AN OVERVIEW OF FISCAL AND NON FISCAL SOLUTIONS AND THE NEW THERMAL PRINTER WITH MULTI SCAN, EMBEDDED WIRELESS BARCODE SCANNER.

Since 25 years Custom Group develops embedded solutions, interacting with users' daily life, listening to the consumer's voice, identifying highly functional solutions able to satisfy the needs of the modern point of sale. The Group has been able to develop technological and user-friendly solutions, in order to create concrete benefits for the retail sector. Custom exhibits at EUROSHOP with its POS/RETAIL division (PC POS, Printers&Cash Registers) that reached the goal of 37% of total turnover.

Many Custom fiscal devices are already approved in 15 international countries with different transmission technologies but all with the aim to give real time information to the revenue authority, and we are conducting the certification procedures in 8 other countries.

In fact, Custom offers many opportunities for technological renovation related to fiscal laws. As demonstration of the great interest that this subject creates, the European Union counts already 16 countries out of 28 with fiscal POS solutions. Also the German market is evaluating, from 2020, to start with a fiscal law based on the one now starting in Austria: an offline signature of the receipt through a certification authority. "There are different regulations from country to country that use different transmission technologies", says Alessandro Pedrazzi - EMEA POS division Sales Director - "the International interest towards the new technologies to manage fiscal data transmission is increasing fast. We are a worldwide reference in developing fiscal devices to manage the point of sale and we can also offer consultation to governmental offices to develop the necessary infrastructures for managing and examining these amount of data. Today the Group is a top player offering HARDWARE, SOFTWARE and SERVICE solutions."

Custom presents in Dusseldorf K3, the thermal printer for the point of sale with embedded wireless barcode scanner - the Multi Scan - equipped with wireless and contactless communication for retail sales. This highly functional system integrates thermal printing, RFID technology, bi-dimensional barcodes scanning (available both with Wi-fi and Bluetooth), contactless recharge; functions able to work with or without PC. An elegant, compact and space-saving solution (system embedded directly on the printer) with a 1D, 2D and OCR-B scanning technology, stand alone mode and with the ability to interact with loyalty programs dedicated to a single customer through RFID. Moreover, it will be presented the new SILVER, one of the most powerful PC POS of Custom group: innovative design and performances ideal for advanced solutions.

Stand Custom at EUROSHOP: 6F47

WHO WE ARE

Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, Custom has reached 25 years of activity with successes and innovations. The company is today a worldwide point of reference in designing and creating mechatronic printing and scanning solutions, offering a wide range of products for the automation of services to public. 6 B.U. in vertical markets for a different management of activities:

AVIATION Boarding Pass & Bag Tag (printers and scanners)

B2C Phones, Smartphones and APPs

GLB Gaming, Lottery & Betting (printers and scanners)

POS / RETAIL PcPos & Cash Registers (fiscal and non fiscal markets)

SELF - SERVICE / INDUSTRIAL Professional devices (printers and scanners)

TICKETING Automation for Events, Transports and Parking

Contacts:

Communication Manager: Alessandro Mastropasqua

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

info@custom.biz - www.custom.biz / www.customlife.com

World Headquarters

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

VAT: IT02498250345 Cap. Soc.: 6.000.000 € I.V. / Reg. Imprese Parma n. IT02498250345 / REA n. 243435

info@custom.biz - www.custom.biz

