

PRESS RELEASE

RENOVOTEC AND ITALIAN HI-TECH CUSTOM GROUP AGREE UK DISTRIBUTION DEAL

--Renovotec to distribute over 120 Custom printing, POS, scanning and mobile computing products in the UK – targeting OEM manufacturer sales

--Renovotec to market Custom solutions to UK retail and other sectors

--*“The UK market is strategic for the company’s growth plans”* says Custom head of corporate marketing Alessandro Mastropasqua, pictured

--*“Our partnership with Custom will strengthen Renovotec’s offer in retail technology and increase our ability to meet manufacturer OEM needs”* says Renovotec managing director Richard Gilliard

For immediate release 2 March 2021---Supply chain hardware, software and services company Renovotec (www.renovotec.com) has struck a distribution deal with Custom SpA (www.custom.it), an Italian multinational group and hi-tech solutions company, the two organisations announced today. Custom was founded in 1992 and has extensive experience in retail POS (point of sale), kiosk and self-service solutions.

Renovotec will now market Custom solutions to UK retail and other sectors. It will also have access to more than 120 Custom professional printing, POS, scanning and mobile computing products for distribution in the UK, where its targets will include OEM manufacturer sales.

Custom has recently recorded a 70% increase in sales of its retail and healthcare kiosk and self-service solutions according to the company, reflecting new social distancing requirements and consumer behaviours. Solutions include unattended distribution storage units, kiosks for queue management, click-and-collect systems, and ‘cash kiosks’ for automatic payments without an operator – all of which lower costs and increase service levels say Custom.

“Our partnership with Custom will strengthen Renovotec’s offer in retail technology and increase our ability to meet manufacturer OEM needs” says Renovotec managing director Richard Gilliard.

“The UK market is strategic for the company’s growth plans” says Custom head of corporate marketing Alessandro Mastropasqua.

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Company background information

CUSTOM HOLDING COMPANY

Twelve companies, an international presence to offer integrated printing, scanning and data reading solutions and service automation for the public. Almost 30 years of know-how with over 30 international patents and synergistic solutions brought together in unison by a single director, Custom S.p.A. Planning capabilities based on hardware, software and pre- and post-sales service solutions on vertical markets where technology and innovation represent important and distinctive elements. A single mission “innovating each day in the simplest way” through easy-to-use technology to improve everyday life, this is Custom Group, a Group with a consolidated revenue of 183 million Euro (FY 2018/19), more than 1.2 million products completed over the last fiscal year, 5 production facilities (Italy, India, Romania, China and Brazil), six software labs present in over 76 countries globally.

CUSTOM S.p.A.

Custom is a “Hi-Tech Solutions Company” integrating various factors of know-how and planning skills based on hardware, software and pre- and post-sales service solutions on vertical markets where technology and innovation represent important and distinctive elements. Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, the Group’s priority is heightened attention towards the market to offer integrated solutions for printing, scanning, data readings and service automation for the public.

***Custom S.p.A.**, development and production of solutions for the automation of stores and services for the public*

***Custom America Inc.**, distribution and post-sales assistance for the Custom product line for the markets of North/Central/South America and Canada*

***Custom GMBH**, distribution of the Custom solutions line for the DACH market*

***Custom India**, distribution of the Custom solutions line for the INDIA area*

***Custom Production Europe s.r.l.**, production and distribution of the Custom solutions line for the European market*

***Custom Brasil Ltda**, production and distribution of the Custom solutions line for the Brazilian market*

***Italiana Macchi s.r.l.**, production and distribution of electronic scales and weighing systems*

***Amtek S.r.l.**, production and distribution of unattended self-service solutions for service automation for the final user in the Retail, Large-Scale Retail and Healthcare fields*

***System Retail S.p.A.**, development and integration of software, hardware and mobile app solutions for Mass-Market Retailers and Purchasing Consortiums*

***Bizeta Retail Solution s.r.l.**, development and integration of software, hardware and mobile solutions for the fashion and luxury markets*

***Netrising s.r.l.**, custom web solutions, APPs, RA in the Retail, luxury, food services and industrial fields*

***Power2Retail s.r.l.**, Retail web enabled offline software solutions. Natively omnichannel and operative on mobile and traditional devices*

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Renovotec company background (www.renovotec.com)

Renovotec is the UK’s fastest growing provider of rugged hardware software and services for supply chain users. The company’s approach to rugged hardware purchase and rental is customer-driven and manufacturer-independent. Renovotec’s rugged-hardware-as-a-service (r-HaaS) combines ongoing user support with zero capital outlay, allowing companies to scale their hardware flexibly, and with confidence. Renovotec is an expert in field mobility service technology running on rugged mobile devices, and is the UK’s leading exponent of automatic data capture (AIDC) on rugged and mobile hardware using voice, scanning and RFID technology.