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Custom announces the takeover of power2Retail directly at NRF RETAIL'S BIG SHOW

The Custom Group continues with its strategy of creating Italian excellency that offers complete solutions for the automation of shops, Retail Hospitality as well as the most sophisticated Fashion and Luxury sectors.

Italy has the finest brands in the world in the different Retail sectors; Custom aims to work alongside this Italian excellency by supporting the evolution of today and tomorrow's needs providing complete and effective solutions. Technological solutions made up of hardware, software and pre- and post-sales services, explains Carlo Stradi, President & CEO of the Custom Group. On 11 January 2018, the final touches were made to the purchase of 52% of power2Retail's capital, an innovative company that designs and produces integrated software solutions. As a result, the Custom Group has enhanced its offer of software development, ever closer to the new trends and demands made by important retailers. Modular software solutions that can be targeted and are completely "web based" and therefore easily configurable in the Retail world. Good news for the Retail world and the industry - continues Carlo Stradi, - we are focusing on unedited software offering platforms that permit automatic update "features" in CONTINUOUS DELIVERY; by doing so, we improve business, market development and cost maximisation opportunities in the Retail world. We believe that this takeover can provide further momentum and development to Custom Group's software proposals which in the last tax year recorded a significant growth trend, rounds up Carlo Stradi, President & CEO at Custom Group.

Power2Retail offers multi-format, multi-platform and multi-payment native solutions as well as customised, reliable and fast APP modules both on and off-line. The HTML5 base guarantees the acquisition and management of all the Front End and Back Office Retail processes. We are excited about becoming a part of the wider Custom family! - declares Giordano Iovine, CEO at power2Retail - The way our companies complement one another allows us to offer the Retail market integrated solutions that include Hardware, Software and Services.

What is even more strategic than the range on offer, is Custom Group's position at international level that allows us to support our Clients' Business at Global level. Even the synergy with other companies within the Group is a key element for enhancing our growth. From the outset, power2Retail will be able to rely on a highly specialist partner network to increase our capacity both in terms of design as well as international presence and extend the platform's innovative and competitive advantages.

CUSTOM SpA

Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, it is now in its 25th year of success and innovation. Nowadays, it is an international point of reference in the design and production of printing and scanning mechatronic solutions, offering a wide range of products for the automation of public services. 6 B.U.s in vertical markets for a strategic diversification of activities:

AVIATION Boarding cards & baggage labels (printers and scanners)
B2C Telephones, 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, Transport and Parking

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