

PRESS RELEASE 24th July 2018

Custom Group announces new office opening in Timisoara

CPE (Custom manufacturing plant in Glimboca) will inaugurate the new branch with an event open to dealers and journalists on July 26th

CPE (Custom Production Europe), company belonging to CUSTOM S.p.A., worldwide leader in thermal printing and scanning solutions, **is happy to announce the opening of a new office in Timisoara to support business expansion in Romania.** “We have increased the production capacity of cash registers and local profits are expected to grow by over 60% in 2018. During the month of August CPE will put on the market more than 5.000 cash registers that are already sold”, says Marius Ursulescu, CEO of CPE.

“The company started the activity in 2006 in Glimboca, we have expanded the business in Romania, offering fiscal and non-fiscal solutions for different markets. **We are the only cash register manufacturer in Romania and our fiscal solutions are already certified in 14 countries around the world.** In Romania, we wish to develop this business through our own network of resellers and software partners” continue Marius Ursulescu, CEO of CPE, “this expansion together with a current production of 200,000 pieces/year puts the bases to increase the total annual production capacity to over 300,000 units/year in this plant, strengthening the Group's competitiveness in a field where it is already a worldwide leader”.

CPE wants to support the Romanian market in the best possible way as a local manufacturer with great know-how and a lot of solutions to improve the business in Retail market. With the new office in Timisoara, **CPE is further expanding its direct presence close to the local customers and focused on the market needs. The office will be fully equipped with a showroom and will be capable to offer customers full support in terms of sales, technical and administrative activities.**

“Romania is a very promising marketplace for CUSTOM Group. Due to our wide and high-quality offer in terms of products portfolio, we see a lot of opportunities not only in the Retail market, but also in other vertical markets as Industrial, Gaming, Transportation & Logistics. We have great expectations in terms of overall growth within this region and we are very excited to have established a local office” stated Carlo Stradi, CEO of Custom Group. “Last year we invested for the new fiscal law around 1 million Euro and now the new office is part of an important project with the aim of strengthening the competitiveness of Custom Group worldwide in an ever-changing industry”, commented Carlo Stradi, President&CEO of Custom Group.

World Headquarters

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“In the last 10 years CUSTOM developed many projects in various vertical markets like Transportation (TVM for Public Transport in CLUJ-NAPOCA), Banking Automation (Banking Kiosks for BRD), Event Ticketing (Ticketing System for STEAUA Stadium), Parking, OPT for Petrol Stations, Public Administration (Fiscal Payment Terminals), etc. Our focus is to introduce CUSTOM innovative solutions in all the applications which require printing and scanning high-level technology” declared Diana Lica, Business Development Manager for the Region.

The Romanian market have a new Fiscal law and CPE will be able to support specific manufacturing needs coming from the new regulations; with the new fiscal law, we achieved an important milestone for Custom Group and for the Romanian field, where CPE is the only producer of cash registers.

A new branch office to explore, divulge and share know-how, to take inspiration from what is already functional, effective, innovative and advantageous. The new office will create a new flow of information, data, and knowledge about integrated solutions already present in more than 68 countries around the world. Custom is working to present also integrated solutions with high added value thought ITALIANA MACCHI solutions, which also owns the Zenith brand. One of the largest manufacturers of electronic weighing scales and weighing systems in the industry with 132 years of history.

Specializes in the Large Scale Retail and retail markets. Scales and cash registers perfectly connected and integrated to speed up all the sales operations. This perfect integration allows to make sales on the scale and, when printing the receipt, all the transactions are sent automatically to the cash register, allowing to get these 3 great benefits:

- speed up the printing of the fiscal receipt
- avoid mistakes in typing the scale total
- view of the scale's transactions detail on fiscal receipt

A new “way” to discover not just a hardware, but rather today’s future solutions about Retail market”, conclude Alessandro Mastropasqua, Communications Manager of Custom Group. During the opening, we will show all the solutions through a “dissemination” event to reveal and share the know-how and technological solutions already present on field worldwide, pooling the results and benefits chosen also by leading businesses in Industrial, Ticketing, Aviation, Gaming, and B2C.

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CUSTOM HOLDING COMPANY

- **Custom S.p.A.**, designs, develops and manufactures products under its own brands Custom and Fasy and Custom Made solutions for international operators;
- **System Retail S.p.A.**, development and integration of software and hardware solutions for large-scale retail and mass distribution markets;
- **Custom America Inc.**, distribution and pre and post-sales support for the North American market, Canada and Central and South America;
- **Custom Production Europe s.r.l.**, manufacturing plant for Custom and Fasy brand products;
- **Netrising s.r.l.**, Apps design and development, Augmented reality and integrated communication projects on social media;
- **Bizeta Retail Solution s.r.l.**, Development of integrated HW SW projects and turnkey services for retail, luxury;
- **Maxima s.r.l.**, development of integrated HW SW projects and turnkey services for retail, fashion, and mobile solutions development for store management;
- **Power2Retail s.r.l.**, multi-format, multi-platform and multi-payment native software solutions for large Retailers. Customizable, reliable and fast software solutions both online and offline;
- **Nitere Ltda.**, Production and distribution of the range of Custom solutions for the South American market;
- **Italiana Macchi s.r.l.**, Development and production of electronic scales and weighing systems.

CUSTOM S.p.A.

Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, with 25 years of business experience in innovation and success. Today the company is a world leader in designing and manufacturing printing and scanning mechatronic solutions, offering a wide range of products for automation services to the public. 6 B.U. in vertical markets for strategic diversification.

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