

PRESS RELEASE

VKP – Custom’s long-selling printer that has revolutionized the global kiosk market A detail that has become a trademark: the VKP was the world’s first printer with green bezel illumination.

PARMA, October 16, 2020 - There is a kiosk printer that has changed the global market, becoming a worldwide benchmark for the self-service sector: the VKP80, a distillation of innovations, technological insights and design that, even now, after 15 years, allows the product to remain a point of reference for the self-service world, with over 400,000 units installed worldwide.

The kiosk market today is increasingly pervasive, with effective solutions and universal applications, but it is still capable of surprising and evolving, and is already prepared for future technology. Overcrowding in cities and public transport, the need for automation to reduce chaos and improve services, the different spending habits in the retail world and the insuppressible advance of technology in every sector, with the aim of creating smarter and more efficient solutions, have led to the success of a revolutionary kiosk printer that has changed all markets.

“In 2005, Custom launched a product that would revolutionize the world of kiosk printers, as we knew it up to then,” stated Cristian Ravazzini, Vertical Market Director of Custom. “It was immediately evident that that day would go down in history and that other manufacturers would also follow Custom’s path.”

“VKP’s technology was a trailblazer in its time,” noted Alessandro Mastropasqua, Corporate Marketing & Press Communication Manager at Custom, “because the design thinking behind it was and continues to be an element of value. We see this particularly in these months of pandemic, where all trade formulas and technology that prevent proximity among people, offer delivery services, support and/or eliminate queues and help shop assistants are working better than ever. At Custom – which has renewed the world of printing and scanning systems for retail, industry and transport – we have always listened closely to the market in order to support our customers and partners with innovative and easy-to-use solutions. The VKP80II has become the reference printer for kiosks, the most reliable one, ideal for heavy workloads in outdoor environments and equipped with a set of tools developed by Custom for remote control.”

A versatile solution ready for any self-service use

A compact, durable and versatile product (thanks to its capacity to support different paper formats): these qualities have enabled the expansion of the VKP in a variety of sectors, including the fiscal environment: payment kiosks, ATMs, self-service, cinema, car parks, vending and many other areas. Kiosk printers now provide more challenges and opportunities than ever, being essential for all self-service solutions that ensure continuity of sales, social distancing and convenience for all click & collect solutions and unattended stores, as in these months of the pandemic emergency. Technology, maintenance, dimensions, simple paper replacement, remote management to anticipate and manage “features” of all kinds, back-office services and data analysis are critical factors of success in this market, which is continuously evolving and active 24 hours a day, 7 days a week; otherwise services are irreversibly interrupted, creating a series of incredible delays: just think of the world banking, travel and medicine: each printer that jams requires the user to cancel the operation (unless there is a secondary backup printer as a failover).

For this reason, the choice of a robust and technologically innovative product provides great savings in terms of service costs, a low TCO (total cost ownership) and greater earnings in terms of 24-hour business continuity.

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Printers are a great ROI metric; today more than ever, “intelligence” services give you data upon data to analyze for more effective management of kiosk-related activities.

Product Highlights:

- **Compact**, thanks to its small and functional dimensions.
- **Reliable** and robust, with a defect rate of less than 0.5%.
- **Ecogreen**, thanks to its self-diagnostic functions and reduced power consumption.
- **Smart Paper Management**: paper width adjustment + automatic anti-jamming system.
- **Hyper-connected** thanks to the ethernet port.
- **Flexible** thanks to the possibility of setup via app.

CUSTOM S.p.A.

Custom is a “Hi-Tech Solution Company” that integrates different know-how and design skills based on hardware, software as well as presales and aftersales 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 for the automation of public services.

CUSTOM HOLDING COMPANY

Twelve companies, one international presence: offering integrated solutions for printing, scanning, data collection and public service automation. Almost 30 years of know-how, with over 30 international patents and synergistic solutions, combined in unison by a single organization, Custom S.p.A. Design skills based on pre- and post-sales hardware, software and service solutions in vertical markets, where technology and innovation are important and distinctive elements. A single mission: “to innovate daily in the simplest possible way”, through easy-to-use technology in order to improve everyday life. This is the Custom Group, a group with a consolidated turnover of €183 million (2018/19 FY), more than 1.2 million finished products in the last fiscal year, five production facilities (Italy, India, Romania, China and Brazil) and six software labs, with a presence in over 76 countries around the world.

- **Custom S.p.A.**, development and production of solutions for sales point and public service automation
- **Custom America Inc.**, distribution and after-sales of the Custom range for the North/Central/South America and Canada market
- **CUSTOM GMBH**, distribution of the Custom range for the DACH market
- **Custom India**, distribution of the range of Custom solutions for the INDIA area
- **Custom Production Europe s.r.l.**, production and distribution of the range of Custom solutions for the European market;
- **Custom Brasil Ltda**, production and distribution of the range of Custom solutions for the Brazilian market
- **Italiana Macchi s.r.l.**, production and distribution of electronic scales and weighing system;
- **System Retail S.p.A.**, development and integration of software, hardware and mobile solutions for the large-scale store chain and large-scale retailer markets;
- **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.**, made-to-measure WEB, APP, AR solutions for the retail, luxury, restaurant and industrial sectors
- **Power2Retail s.r.l.**, web-enabled and offline retail software solutions. Native, omni-channel and operating on mobile and conventional devices

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