

# Custom made to fit

**Custom technology** is ready to support Europe, in the 'new normal', post pandemic

Offering speed, security and control. Barcode printing and scanning are primary and fundamental phases for the entire process of data and information sharing. These are crucial elements in many markets, such as logistics, retail, travel but also and above all medical and health. Covid has changed consumption habits forever, accelerating the adoption of technology on a major scale.

As we enter the recovery phase, organisations such as Custom, with the expertise and excellence that characterise the Group, make the difference. Custom, an international player, has recorded a major increase in all self-service solutions designed for public services automation in retail, large-scale distribution and healthcare sectors. These solutions provide specific applications to support this health emergency period, such as: "lockers", i.e. unmanned distribution warehouses, "queue management" kiosks, "click & collect" systems for product ordering and collection, "cash kiosks" for automatic payments without the need for an operator. "All business solutions and technologies that avoid proximity between people, provide delivery services, manage and/or prevent queue formation and help shop assistants, are fundamental to the re-start in the best way", says Alessandro Mastropasqua, Head of Corporate Marketing & Press Communication. "At Custom, we have always carefully listened to the market, with the aim of supporting our customers and partners with innovative and easy to use solutions. Social distancing and the greatest attention to hygiene are the two fundamental aspects underlying the retail world. New solutions provide Kiosks, lockers and queue management systems, making the best combination of E-Commerce solutions and spaces outside of stores that can be equipped with order, payment and pick-up functionalities in full self-service modality".

Custom, a Hi-Tech Solution Company has simplified the lives of millions of people by completely refreshing the retail world with innovative printing and scanning systems. It has supplied mobile computers, label printers, and mobile printers that are important elements to remove errors, ensure authenticity and much more. The Coronavirus pandemic has turned the spotlight on the importance of digital solutions to help all kind of processes.

Advances in the health sector are being rapidly aided by technology. This is why



Custom is developing different solutions that contribute to evolution and progress, such as new solutions related to Data intelligence. After its printing and scanning solutions that are already playing a leading role worldwide in different, vertical sectors, the company has developed several solutions in the healthcare sector finding use in analysis labs as well as for hospital wards, evolved admission facilities and areas such as label and wristband printers; mobile computers in the RANGER range and barcode readers, up to panel printers, kiosk printers and kiosk scanners. Patient recognition, health card reading and access control, and integrated information management solutions are further examples of Custom's solutions already available for the healthcare sector.

"Industries are increasingly automated, information is ever more important, individual areas are perpetually interconnected. The group has therefore developed solutions to improve identification of goods and print data which will be read, saved and processed" Alessandro Mastropasqua concludes.

Label Printers, which are modular and suitable for different volumes and markets, with many innovations and products that are already enabled for future technologies, include three different models: D4 102, D4 202 and D4 302-K. Solutions include printing ID and 2D barcodes, including QR-code and Data Matrix barcodes which are increasingly used and can be easily integrated onto labels for packaged material that requires tracking. The Group has chosen to also print labels to place on packages or on any other objects for improved identification and information purposes. It can even print in

colour with the TK306, which supports the range for graphic and colour printing needs. The new CUSTOM printers can operate in stand-alone mode. In addition, the type A USB port allows integration with external devices such as scanners and/or other devices. This factor is important in working with any application.

The new Label printers support any type of label: from traditional paper labels to synthetic resin-based ink labels. Easy to install and use, reliable and high quality. They are designed to respond to different applications and needs for printing a wide range of labels. Great versatility is guaranteed, thanks to the ability to support 10mm to 110mm printing media. The D4 302-K model also features an integrated keypad and a colour display, thus ensuring a more immediate and intuitive user experience with specific icons. A keyboard makes it easier than ever to deliver a variety of custom printing benefits. It guarantees a superior print experience, along with totally simplified, enhanced performance compared to what is currently available on the market.

For Mobile Computing, of great importance is K-Ranger, the new long-lasting mobile computer with Keypad and 4G connection, with UMTS/LTE and Wi-Fi connection. It is rugged and sturdy, but at the same time elegant and refined, created not only for the health sector but also for use in the retail sector. The device can handle falls from max. 1.5m. It's IP65 certified against dust and liquids and it's equipped with a Dragontrail glass touchscreen that is scratch resistant.

**Custom**  
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