

“SPESA AL VOLO” AT CONAD WITH JOYA

17 September 2009 - A new way to shop in Sardinia. Shopping trips will be even nicer thanks to Joya, the revolutionary pod by Datalogic introduced on 17 September at the Sassari Conad Superstore in Via Gramsci no.1, a 3,500 sq.m store with 18 checkouts and 90,000 products.

A new and absolutely revolutionary way to shop at the supermarket. Conad del Tirreno has chosen Joya as crown jewel for the Sassari Conad Superstore, to offer an exclusive service: the possibility of easy, fast and reasoned shopping. With the "Spesa al volo" service, Conad del Tirreno finds a perfect balance between the pleasure customers find in shopping and the store's willingness to cater to their needs.

"We always want to give our customers the best, in terms of both the products and services we offer in our stores", said Michele Orlandi, Sardinia Manager - Conad del Tirreno. "This makes Spesa al volo a natural fit: it's a simple service that lets our customers play an increasingly active role in the shopping experience, independently defining and managing their own time and approach."

Enough with chores: thanks to Joya shopping becomes a pleasant occasion to choose your favorite products at leisure. Joya is in fact a small and handy shopping "navigator" that is very easy to use: you simply scan the bar code of the products' package to view all the corresponding information (nutrition values, characteristics of the pack, price) clearly and instantly for a fast and rational choice.

No more surprises: recording the products you want to buy on the pod, you can also check the total reached before you get to the checkout, in real time, while you shop.

But Joya does a lot more: recording the products to buy on the pod, decreases the end of long, tedious checkout queues. In fact, after shopping, instead of placing the entire contents of the cart on the checkout, you simply give the pod to the assistant to print the receipt directly and pay.

The Joya shopping experience is absolutely new: thanks to the revolutionary Datalogic pod the customer is informed in real time about the "shopping progress" and dramatically cuts in-store times. An absolute advantage for the Sassari Conad superstore, which will provide a veritable electronic personal shopper.

"People need practical items that are fun and helpful at the same time, exactly like Joya that can truly be the winning tool for Conad. It offers added value for the Superstore that instantly focuses consumers' choices, increases loyalty, and helps retailers learn about shoppers' needs so they can direct their purchases" said Luigi Frison, Marketing Manager of Datalogic Mobile EBS. "Customers increasingly appreciate solutions that give them control of their time, and «Spesa al volo» offers them a fast and mindful shopping experience.

It's yet another success for Datalogic, helping solidify the leadership position it has carved out for itself,

with more than 300 stores installed, including Italy (Coop, Conad, Carrefour, Auchan, Esselunga, Lombardini, Despar, Finiper, and E.Leclerc Conad), France (Groupe Casino, ATAC, and Carrefour), and Belgium (Delhaize Group and Carrefour Belgium). This further demonstrates the importance of understanding the market and consumers, as well as a powerful trend toward innovation, for constant and on-going growth.