

DATALOGIC ADC TRIUMPHS AT EUROCCS 2012

Datalogic ADC added new luster to their portfolio during the recent EuroCis 2012 Exhibition held in Dusseldorf, Germany. The German magazine for the retail industry, Handelsjournal, presented awards for the “Best Products for Retailers” to various vendors. Datalogic ADC proudly received the Silver Award in the Innovative Retail Products category for its Magellan™800i omnidirectional bar code reader. Reiner Szech, Datalogic ADC Retail Sales Manager, was on hand to receive this award, citing various technological reasons why this product is such a crowd pleaser.

The award comes as a result of votes tallied from the 50,000 readers of Handelsjournal, a magazine published by the German Association for Retail, Handelsverband Deutschland – HDE e.V, Berlin. Datalogic certainly appreciates the recognition and support offered by the favorable submission of votes from the magazine’s readers. It certainly validates Datalogic’s process of designing innovative products for automatic data capture markets, while keeping the needs of customers in the forefront of its product planning.