

DATALOGIC LAUNCHES THE LOYALTY LEAGUE PROGRAM FOR EMEA RESELLERS

Bologna - June 29, 2015 - [Datalogic](#), a global leader in Automatic Data Capture and Industrial Automation markets, and world-class producer of bar code readers, mobile computers, sensors, vision systems and laser marking equipment announces the launch of the Loyalty League Program, for all EMEA resellers. Individual sales persons can earn points each time they sell selective Datalogic products that can be redeemed for fabulous items.

Datalogic created the Loyalty League, an industry leading program, to reward the individuals who work hard delivering solutions to clients. Sales people across EMEA are eligible to register for the program to quickly start earning points. An extensive catalogue of items from major manufacturers has been assembled. Categories such as mobile electronics, photo & video, tools, clothing, and much more are represented with products from major brands including Sony, Bosch, Phillips, Paco Rabbane, Hugo Boss, Armani and many more.

“Datalogic works with the best business partners on the globe and we continually look for ways to show our appreciation for their efforts” states Giulio Berzuini, Vice President of EMEA Sales at Datalogic. “The Loyalty League provides both incentives and rewards for the individuals who are actively promoting and selling Datalogic products directly. It is those people who make things happen and will both benefit and enjoy this program.”

Participation in the Loyalty League program is open to anyone who sells Datalogic products. Registration is easy and can be accomplished at www.datalogic-loyalty-league.com. The program has unique features including the DreamZone and Accelerators. In the DreamZone, members can place the items they are hoping to purchase with their points and the system checks their point balance to show how close they are to make the purchase. Accelerators are promotional features that can multiply the value of points making it faster and easier to collect rewards.

The Loyalty League program is open only in the EMEA region. For more information contact your local Datalogic representative or visit www.datalogic-loyalty-league.com.