SUPERGROUP STREAMLINES PROCESSES AND IMPROVES EFFICIENCY ACROSS MULTIPLE CHANNELS WITH DATALOGIC

London – July 08th, 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, today announced that together with solution partner Symcirrus it has successfully completed a roll out of Datalogic Skorpio™ X3 mobile computers to fashion retailer SuperGroup Plc.

The rugged Skorpio X3 mobile computer, which is particularly suitable for retail environments has been implemented in all its UK and European Superdry stores to perform a range of retail store system functions from goods in, through to price checking and inter-branch transfers.

Rob Wilkinson, IT Project Manager at SuperGroup and an integral member of the team that deployed the Datalogic solution commented; "The effectiveness of the solution was immediate, with great staff acceptance of the technology. Part of the reason for this success was down to the commissioning of a computer based training session which staff in store could follow in less than 30 minutes, giving them all the necessary skills to use the computers out of the box."

In addition to providing an ergonomic and user friendly interface, the Skorpio X3 mobile computers also feature Datalogic's patented 'Green Spot' technology which provides the user with visual confirmation that a bar code has been read correctly, helping to increase efficiency and throughput even in busy and noisy shop floor and warehouse environments.

The advanced wireless communication capabilities of the device enable information captured on the Skorpio X3 mobile computers to be transferred to SuperGroup's BT Expedite Store 6 back end system in real-time, allowing SuperGroup to more accurately track stock movements and levels in store.

The roll out of some 300 Skorpio X3 devices in store follows an earlier move by the retailer to automate its distribution centres with Datalogic Falcon™ X3 rugged scanners. The Falcon X3 units, were initially deployed at SuperGroup's warehouses in Cheltenham and Gloucester, but have since moved to the large single site DC in Burton-on-Trent where nearly 200 devices are in operation to streamline end-to-end supply chain processes across multiple channels within the business.

Datalogic technology is also being utilised within Superdry airport stores, where Gryphon™ bar code scanners have been implemented at the point of sale. The general purpose handheld scanners with advanced imaging technology were chosen due to their ability to successfully read 2D bar codes on passenger boarding cards from both printed media and smartphones.

Mike Doyle, Regional Director UK and Ireland for Datalogic said, "Datalogic's portfolio of mobile computers and bar code readers are ideally suited to helping retailers face the demands of multi-channel retailing. We are pleased to have worked with SuperGroup to implement solutions that facilitate the collection of valuable data at various points throughout the supply chain, allowing the

organization to make intelligent and informed business decisions."

Wilkinson concluded "We are pleased with the support from Symcirrus and reliability of the Datalogic scanners at all points where bar codes are scanned in our supply chain and view the partnership as beneficial to our success as a retailer."