

DATALOGIC CHOSEN FOR BAR CODE SCANNING SOLUTION BY PAYPOINT - HERON SCANNER CHOSEN AFTER EXTENSIVE MARKET EVALUATION

London, UK - December 14, 2016 - [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 that PayPoint has chosen the [Heron™ bar code scanner](#) for its PayPoint One EPOS platform.

The platform, launched at the end of September, was developed in conjunction with Datalogic Platinum Partner [Box Technologies](#), to provide retailers with a simple and cost effective solution for processing transactions. Additionally, it offers a modern approach to accessing reports and managing promotions and the back office.

Amit Raithatha, EPOS Product Manager at PayPoint, explains, “Box Technologies was invaluable in the development of the PayPoint One scanner solution, adding value through their intrinsic understanding of the retail technology sector. As part of the development process, we asked them to carry out an extensive market review and recommend a bar code scanner that would integrate seamlessly with the new platform. To ensure that our solution is futureproofed, we wanted to provide customers with a reliable bar code scanner that would be capable of reading both 1D EAN product bar codes and 2D bar codes, which are being more commonly used for mobile couponing and to track parcels,” continues Raithatha. “The Heron scanner, recommended by Box Technologies, was more than up to the task in hand and offered a sleek design that fits perfectly with the desired look and feel of the PayPoint One terminal.”

Datalogic worked with the project team to co-brand the Heron device shipped to retail customers who sign up for the system. PayPoint’s Group Marketing Director Steve O’Neill adds, “With our next generation platform offering EPOS, card payments and PayPoint services, retailers choose a package tailored to their needs and are charged a competitive monthly fee with no upfront hardware cost. We have been powering local and national businesses for 20 years and currently support a network of over 29,000 convenience stores.”

Mike Doyle, Regional Director UK and Ireland for Datalogic, concludes, “Datalogic is delighted that the Heron scanner was chosen to form an integral part of PayPoint One, an innovative solution that offers retailers of all sizes a cost-effective and scalable solution to effectively manage the point of sale and back office admin. We look forward to helping PayPoint roll out the solution to thousands of companies across the UK and overseas.”