

## THE SAUDI ARABIAN LEADER GROCERY RETAILING COMPANY PANDA HAS GONE LIVE WITH THE FUTURISTIC CHECKOUT SYSTEM JADE X7 PORTAL SCANNER

**Bologna, July 17th 2017 - Datalogic**, a global leader in the automatic data capture and process automation markets, is pleased to announce that Panda Retail Company, the Saudi Arabian grocery retailing company of The Savola Group, has gone live with the setting up of Datalogic Jade X7 portal scanner, to provide an enhanced shopping experience for its customers.

Panda, which is the first Retailer to adopt this futuristic technology in the Middle East, Africa and Southwest Asia Region, demonstrates to have the ability to look to the future, continuing to push its brands by offering new services. The retailing company recognized in the Datalogic Jade X7 portal scanner the key building block to maximize throughput performance beyond traditional checkout systems and decided to install it as first in Jeddah-Saudi Arabia.

The Jade™ X7 portal scanner is indeed a unique data collection device incorporating technology that allows the shopper to place items in any orientation onto a moving check stand belt. The items pass through scanning arches that contain advanced imaging technology. Imaging technology reads bar codes and visually recognizes items at a much higher speed than a traditional checkout configuration. This new scanner reduces loss due to checkout shrink as all items on the belt are automatically read. In addition to reading bar codes, Jade identifies items using Visual Pattern Recognition technology, ViPR®, and JadeASSIST software to increase the first pass capture rate of the scanner.

“We are confident that Jade will take our customers’ shopping experience to the next level, while improving the efficiency of our checkout workflow” -stated Mr. Fawaz Kilfaden, Director of Information Technology, Panda - “Datalogic team has provided us with tremendous support in integrating its technology with our checkout and POS ecosystem to ensure a smooth transition to the new technology during the peak season preceding Ramadan. We also thank Toshiba Global Commerce Solution (TGCS) for the valuable contribution to the project as system integrator enabling it within Toshiba POS systems.”

“Datalogic is very proud of this achievement.” - commented Giulio Berzuini, General Manager Retail Industry Unit, Datalogic- “Panda continues to gain value share thanks to its high-quality brands, widespread geographic presence, determined marketing strategies and impeccable distribution networks, which international players found difficult to beat; while Saudi Arabia is an extremely interesting market and is expected to remain one of the fastest growing retail markets at global level, despite the economic slowdown.”

\*\*\*

***Panda** operates as the retail division of the Savola group companies. As one of the largest grocery retailers in the Middle East, it caters to more than 400 million visitors every year across its different*

*outlets; Panda, HyperPanda and Pandati, which offers a diverse range of high quality products that meet all family needs at competitive prices.*