

## DATALOGIC HIGHLIGHTS SELF-SHOPPING SOLUTION AT POLAND & CEE RETAIL SUMMIT 2018

**Bologna, March 5th 2018** - Datalogic, a global leader in the automatic data capture and process automation markets, brings a live self-shopping experience to the Poland & CEE Retail Summit 2018, which will take place March 13 – 14 at Hilton Warsaw Hotel and Convention Center, Warsaw.

During the summit Datalogic will held a “Customer Engagement Relationship in the New Retail” workshop dedicated to the new retail trends and technologies, that allow retailers build value-creating relationship with the customers, make in-store operations smoother, POS transactions faster and customers friendly.

Thanks to the excellent relationship with Mercator S., one of the major players of the retail market in Balkans area, Datalogic will dedicate a significant part of the workshop to the live testimony of Mr. Damjan Miočinović, Director of Business Applications System Support Sector of Mecator S., who will share his experience of self-shopping integration, as well as the results and benefits that this solution has brought to the Serbian retail company.

“Our customers were so satisfied about the self-shopping service that we had to increase the number of Joya devices in our stores in order to fulfil the demand, as those mobile computers were constantly in shopping” – explains Damjan Miočinović, and continues “the results have overcome all our expectations due to the increase of the average shopping bill amount, check-out efficiency and customers loyalty growth. We will definitely continue the roll-out of the solution in the other stores and hypermarkets of our retail chain. As a confirmation of our successful collaboration with Datalogic we are glad to share our experience at Poland & CEE Retail Summit”.

“Having Mr. Damjan during our workshop in Warsaw is very important for us. Mercator's acknowledgment strengthens the success of our self-shopping solution and proves our focus on customer needs, and our effectiveness in the creation of fruitful, strong and friendly relationships with the retailers” states Luigi Frison, - Industry Marketing Director Retail - Store Automation at Datalogic. “We are therefore very proud to have Mercator S. at our stand to promote our self-shopping solution in Poland, that represents for Datalogic the most important market in Eastern Europe” – concludes Frison.