

DATALOGIC CELEBRATES 40 YEARS IN THE NORTH MARKET WITH OPENING OF BRAND NEW OFFICE IN COLINAS, TEXAS



Dallas, Texas, 2 October 2018 - Datalogic, a global leader in the automatic data capture and processing solutions, has celebrated the opening of a brand new office at Las Colinas, in the Dallas area, its sixth location in the U.S. This new office will serve as a business development hub for the North America Market.

Headquartered in Italy, with offices in five locations across the U.S. - Telford (PA), Eugene (OR), Miami (CA) and Charlotte (NC)- Datalogic has an important and long history, tracing back to the first bar code scanner at a retail store to scan a pack of Wrigley's chewing gum in 1974 in Troy, Ohio, now on display at the American History Museum.

The Dallas office opening is a testament not only to Datalogic's growth in the United States (where the company now has over 500 people and has four R&D centers), but also to Dallas, an essential hub for Datalogic's presence in the US. A new team will be responsible for generating new leads based off demand, converting those into sales. Product engineers will support the sales team in demo activities on specific products across all verticals in the US (Manufacturing, Healthcare, Transportation & Logistics, and Retail), to present advanced Datalogic solutions to customers.



During the opening, Datalogic's CEO, Valentina Volta said "Datalogic has been doing business in the United States for many years and is very happy about our presence in the world's largest economy. We are proud to be in this world and to be recognized as an American player, targeting to double our revenues. To make sure to seize all the opportunities that the largest economy in the world offers to Datalogic, we decided last year to open a new site here in Dallas. We have many opportunities to grow our presence in the United States. Today, we have almost 500 people in the US Market, and around 30% of our revenue comes from the United States. With business and operations in the US, we consider Texas the perfect state where to have the hub of our US business development efforts. We chose Dallas during the North America Partner Event hosted in Austin, as a preferred location by our Partner".

The opening featured a tour of the newly opened facilities and was also attended by the Mayor of Irving and representatives from the Irving-Las Colinas Chamber of Commerce as well as of the Texas Women