



PRESS RELEASE, October, 28th 2016

Custom, official sponsor of the LCR Honda Team racing in MotoGP™, bring at ELECTRONICA the official motorbike.

CUSTOM GETS THE CHANCE TO TELL ITS STORY and IN THE MEANTIME WILL LET THE AFICIONADOS “TOUCH” THE OFFICIAL MOTORBIKE FROM TUESDAY 8/11 TO FRIDAY 11/11.

After the amazing results reached by Custom and the several goals of the great Cal Crutchlow together with LCR Honda Team racing in MotoGP™, Custom decided to organize a direct contact activity with the aim of increasing the communication and the relationship with its audience. The initiative includes the motorbike of the LCR team at CUSTOM booth (B3-416) to make motoGP aficionados and non-aficionados dream. A choice born from sharing values as speed, dynamism and technology. It will be a brand new “custom made” initiative, with the chance of using CUSTOM KPM 302 printer to give away an autograph and some celebrating pics: a boarding pass with the best images of LCR team (race, paddock, pilot and team, hospitality area).

Custom is an Italian corporation with an international presence having a large engineering footprint. Founded in 1992 by Carlo Stradi and Alberto Campanini, Custom - with headquarters in Parma (Italy) - has achieved 25 years of successes. Custom is a leading manufacturer of printing technologies for professional markets. It has become a global point of reference for design and manufacturing hardware and software solutions for Retail, while offering the most comprehensive products and solutions portfolio on the market. The aim is to provide a user-friendly, innovative and integrating technology. We look for the best possible solution for a simple and fast service.

Custom Group operates in vertical markets with 6 different divisions creating a strategic diversification business:

AVIATION, Boarding passes & Bag tags (printers and readers)
B2C, Phones, Smartphones and Apps
GLB, Gaming, Lottery & Betting
POS/RETAIL, PcPos & Cash registers (fiscal and non fiscal markets)
SELF-SERVICE/INDUSTRIAL, Professional devices (printers and readers)
TICKETING, Events, Sports and Parkings automation

Today it's the only company in the world able to offer complete and multi-sector solutions that integrate hardware, software and service thanks to the cooperation among the different expertise of each business unit. The majority of human resources is composed by a qualified technical staff of engineers in order to give an effective and rapid answer. For this reason Custom designs and develops all products and services internally.

WHO WE ARE

CUSTOM was born in 1992 with the idea of creating mechatronic solutions (mechanic/electronic), especially for the printers growing market. Since its foundation, the objective has been the one related to invest as much as possible in research and development, products and solutions. All the technical and electronic steps, the mechanic projects, the firmwares, the drivers and the utilities are being developed internally in the company. 23 years spent developing products gave us a technical know how and a strong experience in several fields. CUSTOM has the biggest range of peripherals focused for vertical market: Point of Sales – printers, fiscal printers and cash registers – Industrial, Kiosk and Ticketing – mechanisms, printers, ticket printers and scanners – and the division Gaming/Lotteries/Betting with complete terminals, together with the new division related to phones, with mobile phones, smartphones and accessories for any kind of use.

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