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20 Stores In Italy's Unicoop Firenze Retail Chain Deploy Shopper Pods

PRESS RELEASE

Bologna, Italy -- One year after the launch of its Joya handheld, [Datalogic](#) reaches another very important target: the success of the Salvatempo service, developed jointly by Datalogic and Unicoop Firenze. More than 70 of the chain's Coop stores are already equipped with this service, and additional 20 are now adding the service.

In fact, a purchase agreement for Shopevolution with the brand new Joya terminals was signed by Unicoop Firenze in a contract worth 1.8 million Euros.

The Joya shopping pod will be adopted in about 20 stores of Unicoop Firenze. The use of Joya offers many benefits, starting with the fact that the products chosen by customers can be put away in the shopping bags and loaded directly in the trolleys. This eliminates the need for shoppers to place their items on the conveyor and assures fast payments.

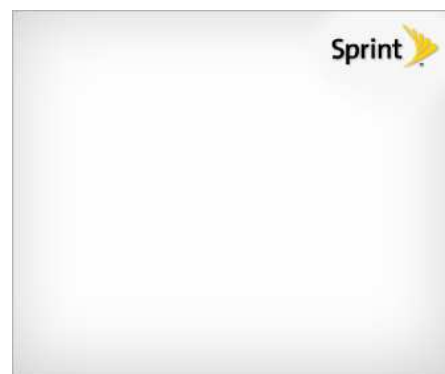
No more queues at the checkout for Coop associates, either, thanks to the self-service payment kiosks. Furthermore, Joya displays the purchase amount in real time, giving a constant update of the sales check value, and provides information on the store's special offers.

Unicoop Firenze is one of the nine cooperatives of Coop System (with 98 stores including supermarkets, hypermarkets, minimarkets and traditional stores distributed in seven Tuscany provinces) and the biggest Italian consumers' cooperative, noted for its associates, sales and employees.

Thanks to these services, Unicoop Firenze is able to differ distinctly from its competitors, thus increasing its competitiveness and attracting new and increasingly "loyal" customers, satisfied with their own shopping experience and the added value assured by Joya, its information and the Salvatempo rapid payment service.

"This important agreement signed between Unicoop Firenze and Datalogic proves the constant and growing success of the Salvatempo service in Coop stores" Mauro Sacchetto declared, CEO of Datalogic S.p.A. "I am delighted that Unicoop Firenze continues to prefer Datalogic solutions for the most important improvement projects of their services. The renewed trust of Unicoop confirms Datalogic's leadership on the market of self-shopping solutions".

It's yet another success for Datalogic, helping to consolidate the leadership position it has carved out for itself, with more than 300 stores installed, including Italy (Coop, Conad, Carrefour, Auchan, Esselunga, Lombardini, Despar, Finiper and E. Leclerc Conad), France (Groupe Casino, ATAC and Carrefour), and Belgium (Delhaize Group and Carrefour). This further demonstrates the importance of understanding the market and customers, as well as a strong inclination towards innovation for constant and on-going growth.



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- John Pomerleau, Mobile Solutions Principal, **Motorola**

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