

## PRESS RELEASE

### **Custom is among the companies honoured as “Best Managed Companies” by Deloitte**

**A confirmation of the strategy for expansion, diversification, rapid adaptation to the market and resilience, the keywords which have made it possible for Custom to tackle the economic and social damage caused by the pandemic.**

**PARMA, 15 September 2020** - Custom S.p.A. is among the winners of the 3rd edition of the “Best Managed Companies”, the initiative promoted by Deloitte to support and reward excellent Italian companies for their organisational skills, strategy and performance. Deloitte takes into consideration 6 pillars: Strategy, Capabilities and Innovation, Corporate Social Responsibility, Business Culture and Commitment, Governance and Performance Evaluation, Internationalisation.

The Information Technology industry is a fundamental point in the relief actions implemented for a recovery on behalf of the government - **Carlo Stradi, President & CEO of Custom Group** has observed a very clear view of the market: **“all of the digital solutions have experienced a significant acceleration”**, something not planned caused by the pandemic; in just six months they have become the key element in giving business activities continuity or even the motivation for a technological upgrade. The digital acceleration of the market is currently underway, the re-starting is irregular and asymmetrical, but precisely for this reason, **organisations like Custom can make a difference, considering the diverse expertise and excellences present in the Group.** We have developed technological solutions for the automation of services to the public in many fields. Solutions which call for specific applications in support of this period’s particular health emergency, such as: unattended distribution warehouse “lockers”, queue management kiosks to eliminate queues, “click&collect” systems for ordering and picking up products, “cash kiosks” for automatic payments without operators. M&A activity has always represented the will of the company to bolster technological solutions; in this case replicating new safety and social distancing standards, as well as new needs, preferences and spending habits. **“All the business formulas and the technology avoiding proximity between people, offering delivery services, supporting and eliminating queues and helping store sales personnel are essential to re-starting in the best way possible”**, Carlo Stradi, President & CEO continues. In Custom we have always thoroughly listened to the market attempting to support the Customers and Partners with innovative easy-to-use solutions. The COVID-19 health emergency has furthermore pushed interest in self-service solutions and solutions tied to automatic distributors for the entire Retail market. **Social distancing and maximum attention to hygiene are the two fundamental aspects at the basis of the Retail world.** The new solutions ensure Kiosks, lockers and queue management systems taking full advantage of the association of E-COMMERCE solutions and areas outside of stores with ordering, payment and pick-up features, all self-service.

“Congratulations to Custom for this important recognition”, **Ernesto Lanzillo, Private Leader for Italy, Greece and Malta, and Andrea Restelli, Deloitte Partner and BMC director, both announce.** “The winning companies for this third edition have not only demonstrated excellence, but also great capabilities and resilience in dealing with the crisis caused by the current COVID-19 pandemic. The evaluation of the candidates, in fact, was extended for longer

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than expected, specifically to allow us to analyse the candidates' management methods in the emergency. The 59 Best Managed Companies for this edition are, therefore, a reflection of a nation, Italy, made up of excellences that, leaning precisely on their strengths and through cautious management, are successfully exceeding in a period of uncertainty without precedents”.

“Facing the pandemic has meant modifying behaviours, relationships, equilibriums, underlining the importance in the ability to adapt. A challenge on production, logistics and managerial levels, as well as in the management of human resources” - **Alessandro Mastropasqua, Corporate Marketing & Press Communication Manager of the Custom Group** states.

Over the past two years, the multinational company headquartered in Parma has launched a commercial expansion process with particular attention to integrated technological solutions, capable of innovating various sectors while at the same time setting down the bases for a corporate governance able to further develop the group's human capital. Custom, in line with the industrial plan, has strengthened management continuing the process of international expansion, without ever stopping, not even during the last fiscal year.

“Technological innovation and sustainability will drive the economy globally; contingency plan logic has forced companies to re-think the entire sector of the business, **the adoption of new technologies will always be a driving force for the optimisation of the processes and the strengthening of all the business areas**” Carlo Stradi President & CEO explains. “A process started two years ago according to the 2025 industrial plan, a strategy that has already recorded important results thanks to the incredible resilience, team spirit and teamwork on behalf of all the Custom Group resources, who have managed the change and the evolution required in an extraordinary manner, identifying new efficient solutions and actions. This important international recognition is an additional confirmation of the strategy started two years ago. **“To support the market today, it is important, more than ever before, to be motivated” Stradi continues,** “the advances achieved in almost 30 years, with over 30 international patents, are necessary to give energy to the entire Group, to best manage the new normal, an actual change that is possible and achievable. **We were able to withstand the economic-financial hit of the pandemic**” - Carlo Stradi, President & CEO of Custom Group concludes- “all united and determined to face the emergency. **Among the strong points that have made this result possible is surely the diversification of the markets in which we operate, the offer integrated with solutions that are made up of the synergy from all the companies of the Group,** and the management's development plan, including the highly experienced executives from leading IT multinational companies. Custom Group has invested a great deal on new solutions in AUTO IDENTIFICATION and DATA CAPTURE, that is, the capability of offering functional and digital solutions able to manage data entry and optimise the entire workflow connecting data, devices, software. **The keywords are speed, precision, security, crucial factors in the world of Retail, logistics, delivery, looking outwards to the future**”.

## CUSTOM S.p.A.

*Custom is a “Hi-Tech Solutions Company” integrating various factors of know-how and planning skills based on hardware, software and pre- and post-sales service solutions on vertical markets where technology and innovation represent important and distinctive elements. Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, the Group's priority is heightened attention towards the market to offer integrated solutions for printing, scanning, data readings and service automation for the public.*

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## CUSTOM HOLDING COMPANY

Twelve companies, an international presence to offer integrated printing, scanning and data reading solutions and service automation for the public. Almost 30 years of know-how with over 30 international patents and synergistic solutions brought together in unison by a single director, Custom S.p.A. Planning capabilities based on hardware, software and pre- and post-sales service solutions on vertical markets where technology and innovation represent important and distinctive elements. A single mission "innovating each day in the simplest way" through easy to use technology to improve everyday life, this is Custom Group, a Group with a consolidated revenue of 183 million Euro (FY 2018/19), more than 1.2 million products completed over the last fiscal year, 5 production facilities (Italy, India, Romania, China and Brazil), six software labs present in over 76 countries globally.

- **Custom S.p.A.**, development and production of solutions for the automation of stores and services for the public
- **Custom America Inc.**, distribution and post-sales assistance for the Custom product line for the markets of North/Central/South America and Canada
- **Custom GMBH**, distribution of the Custom solutions line for the DACH market
- **Custom India**, distribution of the Custom solutions line for the INDIA area
- **Custom Production Europe s.r.l.**, production and distribution of the Custom solutions line for the European market
- **Custom Brasil Ltda**, production and distribution of the Custom solutions line for the Brazilian market
- **Italiana Macchi s.r.l.**, production and distribution of electronic scales and weighing systems
- **System Retail S.p.A.**, development and integration of software, hardware and mobile app solutions for Mass-Market Retailers and Purchasing Consortiums
- **Bizeta Retail Solution s.r.l.**, development and integration of software, hardware and mobile solutions for the fashion and luxury markets
- **Netrising s.r.l.**, custom web solutions, APPs, RA in the Retail, luxury, food services and industrial fields
- **Power2Retail s.r.l.**, Retail web enabled offline software solutions. Natively omnichannel and operative on mobile and traditional devices

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