

The logo features the word "Ditron" in a large, light blue, sans-serif font. It is set against a dark blue background that consists of several overlapping, slanted rectangular shapes. Thin, light blue horizontal lines extend from the left and right edges of the background shapes.

Ditron

COMPANY PROFILE



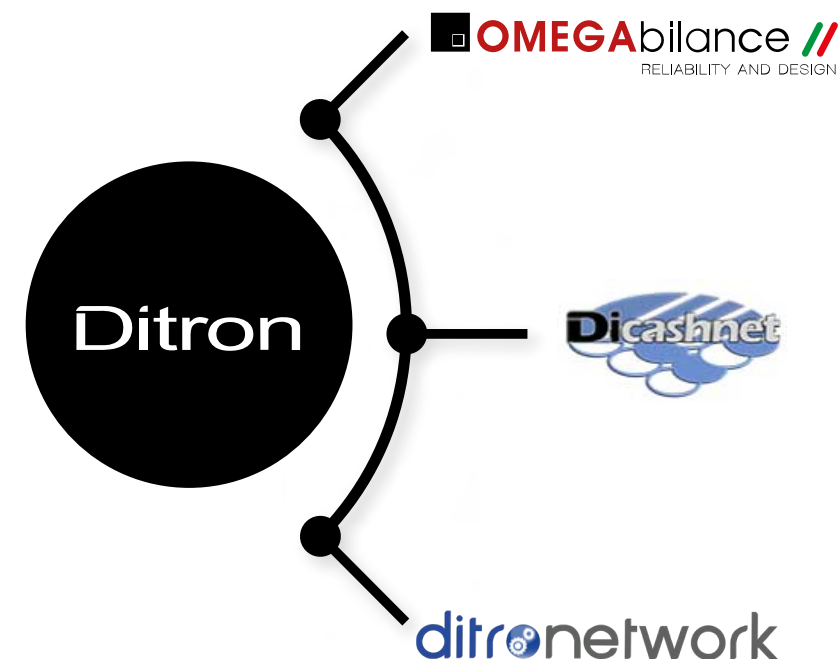
www.ditron.eu

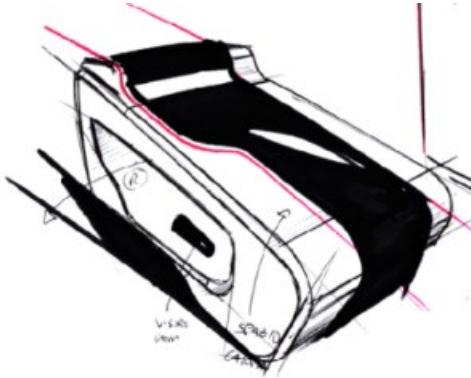
DITRON GROUP

For over 27 years Ditron has been a key player in Retail and franchising Market, up to medium and large-scale market chain, offering technological solutions for sales automation.

The firm designs, produces and distributes a vast range of products and accessories, with or without its brand name, in Italy and abroad: ECRs and Fiscal Printers, POS Solutions and Automatic Cash Drawer, Electronic Scales.

Ditron Group is present in Italy in:
Pozzuoli (Naples) : Headquarters, R&D, ECR and POS production and after sales service
and after sales service Gallarate (VA): Omega Balance Commercial Office, scales production





Design and Project

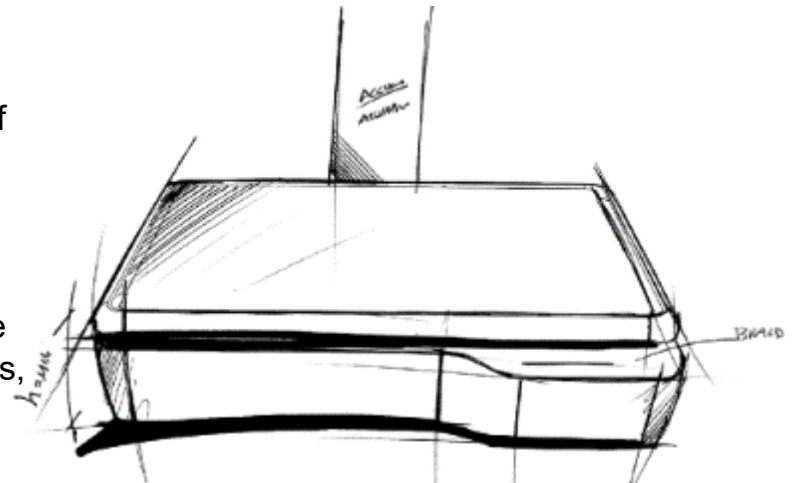
The whole electronic, IT and mechanical design process is developed in house.

The ability to:

- implement and adapt the proprietary firmware
- customize product design
- design integrated hardware and software systems on the network according to customer requirements
- support external design
- represent the real competitive advantage of the Company compared to competitors.

Industrial research and experimental development over time has become a real corporate asset, which has allowed it to explore new application scenarios, launch new solutions, expand its sectors and operating markets, train highly qualified and specialized internal staff. .

The Research and Development Center is made up of a team of IT, electronic engineers, designers and specialized technicians. Alongside the technical team, there are the commercial, design, marketing and communication figures.



RETAIL PRODUCT

- Telematic Cash Registers & Printers
- Electronic Scales
- POS Systems
- Software
- Automatic Cash Drawer
- Totem Self Payment



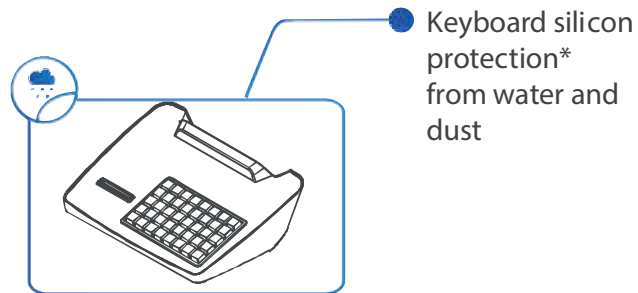
- Telematic Cash Registers & Printers
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- POS Systems
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The new challenge of data trasmission

Ditron //

Ideal is entry level cash register with brilliant performances, elegant and attractive design. Ideal is handy and easy to use products : SD Electronic Journal, easy-loading printer, paper replacement is possible in few seconds by one hand. The ECR has a UV-LEDs to verify banknotes highlighting particular signs which are on real banknotes. This unique feature assists the operator recognizing fake money.



Keyboard silicon protection* from water and dust



money check



innovative fixing system



The elegant protective bag* provides safe and easy transportation, with a handy pocket to keep important documents



MAIN CONNECTIONS



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Quadra

Quadra, the printer with the compact, sleek design and high-tech heart.

Quadra was born from an accurate design, which provides only the latest technology, and in-depth study of the market, to meet all the needs of each store.

Attention to detail, maximum speed (up to 200 mm / s) and high performance combine perfectly in the printer, with its versions from 58 to 80 mm, it is perfectly tailored to your printing needs. Another plus, the cutter which calibrates itself in an intelligent manner in the event of a paper jam, avoiding any kind of manual intervention.

The easyloading allows loading paper few simple steps. The possibility to connect the keyboard K66, besides K32, thanks to the presence of the programmable keys and the large adjustable display, allows to have an high-entry ECR.

FREESTYLE

Ditron, with the brand new modular electronic scales, offers a wide range of solutions. The outdated scale concept has been reexamined by a new innovative modular architecture, creating interacting subsystems. Thanks to this design feature, modular scales series can satisfy every customer's need: from the smallest retailer to the biggest supermarket. Ditron can offer over fifty variants and customizations, following customer's growth over the years.

In addition to the modular architecture, our team paid great attention to technology, ergonomics and features: for example, the new weight module has an innovative front drawer which let the operator an easy paper substitution and maintenance. Our scales are easy to clean thanks to the functional design. Graphic interfaces are user-friendly for both operators and customers and touch screen system guarantees maximum flexibility for the development of new functions.

FREESTYLE series *compact*



FREESTYLE series *advance*

ADVANCE AS



ADVANCE CSP



ADVANCE PL



ADVANCE CS



FREESTYLE series *extreme*

EXTREME CSP



EXTREME PL



EXTREME CS



EXTREME ASC



FREESTYLE EMBEDDED

In 2020 Euroshop Fair edition, Omega Balance presented the evolving Freestyle project. It is a built-in weighing system in which the components of the scales are exploded and embedded.



Ditron //



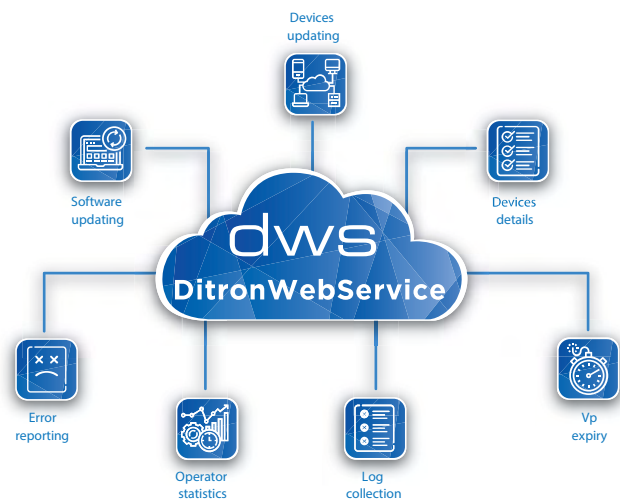
Company Profile



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dws

DitronWebService



dws ALWAYS CONNECTED
REMOTE MONITORING

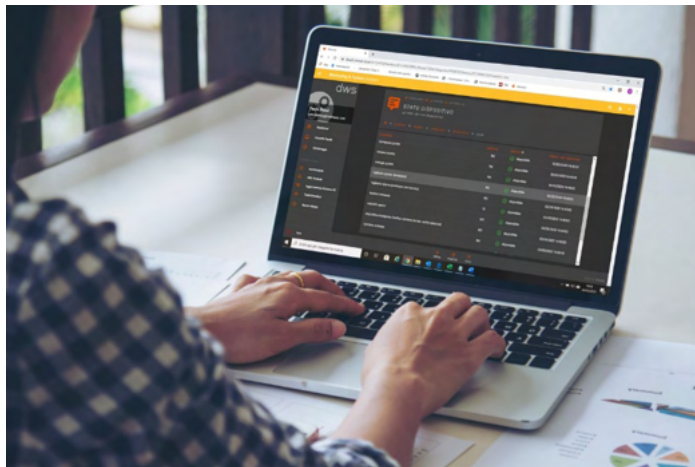


TECHNICAL DETAILS

DWS: DitronWebService

Dws aims to facilitate the the operator's work with remote monitoring of activities, control over the functioning of the product and activation of services currently provided alone in large retailers.

AFTER SALE



Ditron Group considers after sales assistance an integral part of the product it offers, thanks to its team of experts, it is able to provide multiple services of different kinds.

- The installation, configuration, programming and customization of the product are foreseen.
- Whole stores are rolled out.
- Periodic checks of the products are foreseen.
- Training courses are organized for store staff.
- Through specific platforms you can connect on request with the installed machines managing to perform remote diagnosis, directly from the company headquarters, guiding technicians on site until the problem is solved, considerably reducing downtime and reducing service costs.

WORLDWIDE NETWORK

Ditron is the number one group in Italian market, distributing through more than 600 Authorised Centres and exporting products and know-how to many European and non-European countries, such as : Belarus, Albania, Montenegro, Morocco, France, Hungary, Romania, the Czech Republic, Austria, Germany, Greece, Malta, Cyprus, Kenya, Turkey, Mexico, Argentina, China.

- **550 specialized italian centre**
- **25 distributors in the world**
- **2 «sister company»** in Romania and Tunisia



PARTNERSHIP

The technological partnerships with TOSHIBA, DATALOGIC, PAX strengthen the company position on the Italian market and outline new growth and development scenarios supported by cutting-edge technologies.

In addition, the Ditron Group boasts partnerships with various Software Houses that increase and enhance the corporate know-how.

All partnerships give the Group advanced product knowledge thus ensuring full assistance on historical installations and the ability to interface and create new sales outlets.



PORTFOLIO |



Thanks to its entrepreneurial policy, the Ditron group now boasts direct and indirect partnerships with prestigious brands from the large-scale retail world, including:

DESPAR, AUCHAN, CARREFOUR, FAMILA, SELEX, COOP, SMA, SUPERCONTI, SISA, CONAD, INTERDIS, CRAI, SIGMA, LA FARMACEUTICA, GRUPPO GABRIELLI

And in the Franchising world, signs such as

LA FELTRINELLI, MAYORAT, BOGGI, GIULI DIFFUSIONE, FAP, BERTOLINI, ORIGINAL MARINES, ERMENEGILDO ZEGNA, PIQUADRO, LEGEA, BAGATT, FRATELLI LA BUFALA, AMICA CHIPS, LEMON BAR, BUFALA CAFE', SALMOIRAGHI & VIGANO', BRICO CENTER, LIBRERIE GIUNTI AL PUNTO, ECOSTORE, FLORINFO, FARMA3, GRUPPO COMIFAR, STUDIOFARMA, UNIFARMA, PRENATAL, UNIEURO, MEDIA MARKET, HAPPY CASA,

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