



## Internal Release: Norwegian Retail Giant Chooses DigiPoS

### Norwegian retail giant selects DigiPoS Point-of-Sale solution



Reitan Servicehandel

### DigiPoS bucks the downturn with it's latest Nordic deal - to deliver 2000 PoS systems to Reitan Group in a deal worth £3.6million

DigiPoS Store Solutions Nordic has secured the order from Reitan Group to supply 2,000 PoS systems to the Norwegian Reitan Group, whose company portfolio includes convenience stores such as 7-Eleven, Spaceworld and Rema 1000 in Scandinavia. The order worth approximately £3.6million (30 million DKK) has been awarded to DigiPoS in a very competitive market due to the company's award-winning point of sale systems and impressive green profile.

DigiPoS put together the perfect PoS-in-a-box solution tailored specifically for Reitan Groups' Reitan Servicehandel division which owns the convenience brands 7-Eleven, Narvesen and Pressbyran. The DigiPoS solution was selected specifically to meet the company's high technical and quality requirements.

"This agreement with Reitan Servicehandel confirms our position as a major and significant player in this marketplace." Explains Carsten Hayn, Corporate Account Manager at DigiPoS Nordic.

DigiPoS has 28 dedicated employees in Scandinavia. Worldwide the company employs 230 people to work exclusively with the development, distribution and sale of point-of-sale solutions. In 2008 the company generated a total turnover of just over 480 million DKK.

Over the next nine months DigiPoS will provide Reitan Group with the award winning Retail Blade 7 point of sale system. This specially designed-for-retail touch-screen solution will be supplied with world-class retail-specific peripherals.

DigiPoS will be fully responsible for the preparation and configuration of the PoS hardware as well as installation of the PoS software.

"It is something of a logistical test for the company but after the first few weeks of roll-out we have already seen that things are absolutely on schedule." Explains Hayn.

"We will continue to work closely with Reitan Group to develop and enhance our point of sale products. Not only will this benefit Reitan Group as it grows and moves forward, it also gives us clear competitive advantages."

"We are delighted to be able to work with this Norwegian giant and look forward to a successful and continued working relationship."





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### About Reitan Service Trade:

Reitan Service Trade is part of the Reitan Group and consists of 7-Eleven in Scandinavia and the national chains Narvesen, Pressbyrå and Press apvienba.

Reitan Handel Service manages all activities of 7-Eleven in Denmark, Norway and Sweden. 7-Eleven, founded in 1927 in Dallas, Texas is the world's largest chain of convenience stores with more than 31,000 stores worldwide. The business objective is to provide high quality service around the clock. Shop location, product range and opening hours meet the busy modern persons need to get anything, anytime, anywhere.

Narvesen concept includes Narvesen and Press apvienba in Latvia. Each of the chains have a dominant market position in domestic markets. Narvesen, which has been established for over 100 years is today a nationwide Norwegian chain with over 2,000 employees.

Pressbyrå has been part of the Swedish City-scape since the early 1900's and is now a nationwide chain-store kiosk and a strong brand with over 200,000 customer visits per day.

### About DigiPoS Store Solutions

DigiPoS Store Solutions Group has built a reputation in retail for delivering robust and reliable Point-of-Sale hardware solutions for high value for customers. DigiPoS's specially developed PoS solutions are used by major international chains and small independent retailers and are now installed in over 120,000 locations worldwide.

Founded in 1994 and with offices in 16 countries DigiPoS have provided a constant growth rate and maintained a comfortable surplus driven by high demand for products and services from industry. DigiPoS has been able to meet the toughest demands of leading global retailers including; Illums Bolighus, ESPRIT, Masai, Solid, Bertoni, Bokia, Rusta, Claes Ohlson, Gold punchy, Rikstoto Norway Lene V AAFES U.S., Harrods, Harvey Nichols, NEXT, Game, Escada, Vision Express and Sasol.

**For further information contact Kristian Govermann, Nordic Marketing Manager**

E-mail: [kg@digipos.dk](mailto:kg@digipos.dk) - Tel.: +45 44 53 36 83 - Web: [www.digipos.dk](http://www.digipos.dk)

Address: Egegårdsvej 66 - 2610 Rødovre - Danmark

