

# CUSTOM

EMPOWERING BUSINESS TRANSACTIONS

## PRESS RELEASE

### Custom America, Inc.

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## EMPOWERING BUSINESS TRANSACTIONS IN RETAIL: EXPERIENCE NEW CUSTOM AMERICA RETAIL SOLUTIONS AT NRF 2025

### CUSTOM AMERICA – BOOTH 6613

We are witnessing an acceleration of transformation in the retail industry. In response to the evolving landscape, leading retailers are strategically investing in customer experience solutions and omnichannel services to drive revenue, increase loyalty, and maintain competitiveness.

Custom America is a large part of Custom Group, a global leader with an over 30-year proven track record in ECRs, fiscal printers, kiosk technology, and custom solutions. It is poised at the forefront of this transformation.

To drive revenue, increase loyalty and remain competitive, leading retailers are focused on customer experience solutions and omnichannel services that enhance the customer journey and empower business transactions.

Visit Custom America at Booth 6613 to experience in-person how Custom Group is embracing today's trends and helping to reshape the retail landscape. Explore the latest solutions that simplify and significantly improve everyday life for both retailers and consumers.

### HIGHLIGHTS & KEY TOPICS

#### Self-Service and Personalized Experience Trends

According to studies by BCC Publishing, the U.S. market for self-service kiosks should exceed \$4.5 billion by 2026. It is well documented that kiosks provide an uptick in average check price as well as aid retailers in solving complex labor issues.

For more than three decades, Custom has worked behind-the-scenes providing printing and scanning technologies that power kiosks in Retail, Aviation, Parking, Lottery, Gaming, and more. In line with the industry focus on personalized shopping experiences, Custom's solutions aim to engage with customers where and how they want to shop.

Custom recognizes the importance of continuity at every touchpoint, from curbside to counter, kiosk to warehouse. For 2025, Custom has expanded its offerings to include modular kiosks components, all-in-one kiosk solutions, and smart lockers that allow retailers to quickly deploy self-service solutions throughout the store.

### **Optimizing Point-of-Sale (POS)**

POS remains the hub of every retail store and leading retailers have continued to update their POS hardware and software as a prerequisite to optimizing unified commerce. In fact, according to a study by IHL Group, 50% of retailers identified “POS Refresh” as a top 2023 IT investment priority.

Custom is ready to help retailers throughout this process with modern and aesthetically pleasing hardware and software solutions for both Windows and Android. All products for the Retail industry are software agnostic, to keep retailers on track and optimize ‘up-time’ at little to no inconvenience to their customers when upgrading systems.

### **Mobility Solutions for Seamless Business Flow**

Mobility hardware solutions are having a major impact on in-store sales. According to an IHL Group study, companies whose staff used mobile sales tools saw a 77% percent higher sales growth.

Mobile POS continues to play a lead role in today’s shopping experience, not only for the customer, but the store associate, too. Custom’s Ranger family of handheld devices allow retailers to engage customers throughout the shopping process, whether it be in store, at the aisle, BOPIS, or curbside.

### **Empowering Business Transactions Worldwide**

Acknowledging the interconnectedness of global markets, Custom offers a one-stop-shop approach, leveraging its global expertise in procurement and support. With a robust partner network and widespread distribution activities, Custom is uniquely poised to offer the most comprehensive supply chain management solutions in the market.

Custom Group’s reach within the Retail industry expands across 76 different countries and is supported by five manufacturing plants strategically positioned across the globe. This extensive network not only ensures the availability of a wide range of solutions, but also enables the company to provide unparalleled support to retailers, helping them choose the most appropriate technology to meet their specific needs.

Plus, Custom goes beyond innovation. The company’s commitment to environmental responsibility is also reflected in its existing range of sustainable solutions for the retail market.

## **NEW & FEATURED PRODUCTS (2025)**

### **Ascent for POS**

[https://www.custom.biz/en\\_US/catalog/pos-terminals](https://www.custom.biz/en_US/catalog/pos-terminals)

The highly reliable and extremely versatile Ascent POS terminal is the perfect solution for empowering transactions at the point of sale. Compact and sleek, the Ascent adds a touch of style to any countertop. Whether retail or restaurant, supermarket or convenience store, the Ascent is powered by long-life 11<sup>th</sup> generation Intel processors that provide high performance and longevity for any application and use case. Extensive I/O, easy upgradeability and an assortment of bezel-attached peripherals deliver limitless configurability and flexibility. Retail-hardened and backed by Custom’s three-year warranty, the Ascent is built to withstand the rigors of any retail environment.

### **Peak for Self-Service (Android & Windows)**

[https://www.custom.biz/en\\_US/catalog/pos-terminals](https://www.custom.biz/en_US/catalog/pos-terminals)

The commercial-grade and highly versatile Peak Touch Computer is available in Android and Windows models and provides flexibility and performance to fit any Retail use case. Both products are backed by

Custom's three-year warranty and are built for longevity and reliability in any environment, including POS, Self-Service, Price Checker, Endless Aisle Station, Kitchen Display System, and/or Digital Signage.

The Peak Android is available in 15.6-inch and 21.5-inch sizes and features an assortment of optional peripherals, stands and mounts. Peak Android is powered by a long-life Qualcomm® SDA660 chipset.

The Peak Windows is available in a 21.5-inch size and features an assortment of optional peripherals, stands and mounts. It can be powered by two different processors: the advanced 11<sup>th</sup> generation Intel® Core i5-1145G7E or the robust Celeron J6412.

### **Connect (Kiosk Stand) for Self-Service**

[https://www.custom.biz/en\\_US/product/hardware/self-service-solutions/kiosk-stands/connect-us](https://www.custom.biz/en_US/product/hardware/self-service-solutions/kiosk-stands/connect-us)

CONNECT is an innovative, multifunction stand that allows you to quickly configure a self-service kiosk for any indoor environment.

Whether deployed on a countertop or as a floor- standing kiosk, Connect can be adapted for both attended and unattended applications.

### **T-Ranger Mobile Tablet for POS, Inventory Management, Line Busting, & BOPIS/Curbside**

[https://www.custom.biz/en\\_US/product/hardware/dc-pos-solutions/tablets/t-ranger-usa](https://www.custom.biz/en_US/product/hardware/dc-pos-solutions/tablets/t-ranger-usa)

Highly ruggedized and powered by a 10,000 mAh battery, the T-Ranger is designed to withstand the rigors of your operation all day, every day. It is multi-purpose and conveniently sized at 10.1 inches. Engage your customers at the curb, in the aisle, or at the cash wrap. Use the onboard NFC reader or add an optional payment bracket to easily facilitate transactions wherever your customers want to shop. Choose the optional integrated 2D barcode scanner and unlock a powerful tool for seamlessly tracking inventory in-store, as well as streamlining receiving, picking and shipping operations within the warehouse. Gorilla Glass screen protection, 1.2M drop resistance and a hot swappable battery ensure your device is protected and always ready to go.

### **Smart Charge Locker**

<https://www.amtek.it/smart-charge-locker-en/>

Custom Group presents Amtek Smart Charge Locker (SCL), the solution designed to help manage and control digital devices within stores and logistics areas. The SCL is an ideal solution to support the workforce, operations, IT, and service teams.

## **ABOUT CUSTOM**

CUSTOM designs and provides integrated hardware, software, and pre- and post-sales service solutions, using both standard and customized technologies, to support various vertical markets: Retail Automation, Transportation, Industry, Lotteries, Logistics, and E-government.

CUSTOM listens to the needs of customers and partners with commitment and professionalism, working together to find the best solutions. We offer modern, reliable, and sustainable products and services, thanks to cross-disciplinary know-how in electronic, mechanical, and material technologies, resulting from over 32 years of research and experience.

In CUSTOM we believe that by leveraging modern technologies combined with appropriate services, we can support the growth of customers and partners, simplify processes, and promote digital transactions, thus offering a valuable Customer Experience.