

Breakthrough order for ITABs fully automatic checkout EasyFlow

ITAB Shop Concept AB, Europe's leading manufacturer and supplier of checkouts, has signed a strategic important agreement regarding an pilot installation of the fully automated checkout EasyFlow. The technology and method is ground breaking, since the checkout can identify the product without using the barcodes. The system is so intelligent that it can identify different varieties of the same fruit.

"This is a breakthrough order of strategic importance for ITAB", says Ulf Rostedt, CEO of ITAB Shop Concept, who has great expectations for EasyFlow. "This installation has a ground breaking technology on the market, and gives an indication of what the future has in store for the checkout area in shops." EasyFlow will be installed in the customer's shop during the second quarter of 2012. The costumer is a chain store in the food segment in the Benelux area.

EasyFlow identifies the product with a number of sensors and classifiers. The technology has been developed together with one of the leading Universities in Europe. EasyFlow was launched in 2011. It is safe, quick and will provide significant savings for retailers. [See presentation movie about EasyFlow, www.itab.se.](#)

The technology is based on a unique combination of different identification methods, and the entire identification process takes less than a second. EasyFlow is compatible with most of the POS systems used in the food segment and has the unique function of identifying products such as fruit and vegetables without barcodes, and to calculate price and weight in the identification process. The technology is patent pending.

[ITAB Shop Concept AB](#) is listed on the OMX Nordic Exchange and supplies complete shop fitting and interior solutions to the food and non-food retail markets. [ITAB](#) manufactures wood and metal equipment, provide design, development, project management, installation expertise and services. ITAB's product range includes all forms of display equipment, shelving, checkouts, entrance systems/ gates, trolley parks, damage protection and other equipment. The group has, including the acquisition of Nordic Light, approximately 2200 employees. The group has an annual turnover rate of 3 500 million SEK.

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