



## **Roland DG to Showcase Personalisation Solutions to Transform the Retail Experience at EuroShop 2020**

Roland DG will be exhibiting at leading global retail trade fair, EuroShop (16 -20<sup>th</sup> Feb 2020), with a showcase of cutting-edge in-store and online product personalisation solutions which are transforming the retail experience worldwide. Thousands of retail professionals, from representatives of leading global brands to ambitious independents attend EuroShop, which takes place in Düsseldorf, Germany, to learn more about emerging trends, mix with thought-leaders and discover new solutions for the changing retail landscape.

### **Intuitive, customer-facing solutions for product personalisation from Roland DG**

Product personalisation continues as a key global trend for retailers with consumers willing to pay a premium for products which are personalised and unique to them. With Roland DG technology it is simple and fast for retailers to integrate customer-facing product personalisation solutions in-store and into their online platforms to create a unique interactive experience. Offering a 'one-stop' solution of hardware, software, ink, consultancy and service, Roland's solutions can be tailored to a retailer's brand, product range and market segment. An incredibly wide range of merchandise can be personalised including apparel, accessories, tote bags, jewellery, posters, stickers, smartphone cases, stationery, gifts, consumer electronics and much more, making Roland DG solutions ideal for promotional initiatives of brands, shops or e-tailers.

The solutions can add value to a retailer's existing product lines and differentiate their business from competitors to drive footfall and ultimately boost profits.

### **Intuitive operation and easy integration in-store and to online environments**

On the Roland DG booth at EuroShop (Hall 3, Stand E58) the team will be demonstrating how intuitive cotodesign software puts the power of personalisation into the hands of the consumer, with an easy-to-use interface on in-store tablets enabling them to upload their own photos and images from their mobile devices, to be added to their chosen product while they wait.

cotodesign offers an automated print process with a range of Roland's compact devices which require minimal training and experience from the operators, while securing a perfect print result at all times.

As part of an omni-channel personalisation workflow, Roland will also reveal a solution which enables retailers to extend their presence to online channels with a range of delivery models to meet retailers' varied commercial objectives.

### **Accessible and creative product personalisation**

Paul Willems, Head of Business Development and Product Management at Roland DG EMEA, comments: "We are delighted to return to EuroShop in 2020 to showcase our latest solutions developed specifically to make in-store and online product personalisation accessible, creative and profitable for the entire retail market. The combination of Roland's coto personalisation software and imaging devices is a proven, integrated solution used by leading brands and retailers of all sizes around the world."

EuroShop will feature a presentation from Tat Tran, Business Development Manager for Roland DG Central Europe, on the Retail Marketing Stage at Shop! POPAI Village on Monday 17<sup>th</sup> February at 2.30pm. On the subject of 'Expanding the product personalisation experience from in-store to multi-



channel', Tat will give an informative and inspirational talk on how retailers can benefit from the exciting and significant commercial opportunities of on-demand product personalisation using Roland systems within a multi-channel strategy.

Roland DG will be exhibiting at EuroShop in Hall 3, Stand E58. For more information, please visit [www.rolanddg.eu](http://www.rolanddg.eu).

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#### **About Roland DG Corporation**

Roland DG Corporation is the world's leading provider of digital printing solutions. The company's inkjet printers, printer/cutters and cutting machines are widely used to create a broad range of promotional items including banners, signs, vehicle graphics, stickers and labels, and to provide customisation services for apparel and personal items like smartphone cases. Recently, Roland DG has embarked on a promising new retail frontier by capitalising on individuals' increasing desire to create their own, uniquely designed and decorated items. The company's COTO business division has developed proprietary design and print management software which enables customers to design their own gifts, apparel and treasured mementos, and to enjoy an unforgettable creative experience.

#### **Media Enquiries**

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For more information, please visit [www.rolanddg.eu](http://www.rolanddg.eu).