



**StrongPoint**





**Together we are  
stronger**

# Welcome to StrongPoint

With StrongPoint as a partner, customers enjoy new possibilities and new innovations that boost their business onward and upward. StrongPoint provides the best technology solutions together with consultative expertise to all its customers. We build long-term relationships and provide personalised service on our customers' terms.

StrongPoint does business in Europe, Russia, South Africa and South East Asia. The company has 570 employees and is headquartered in Raelingen, Norway. The company is listed on the Oslo Stock Exchange with the ticker symbol STRONG.

StrongPoint has three business areas: Retail Solutions, Label Solutions and Cash Security Solutions.

## Label Solutions

StrongPoint Label Solutions offers self-adhesive labels for any product and any use. We assist customers with labels throughout the whole business process, from label design to printing. StrongPoint Labels has the latest printing equipment in digital printing and flexo printing to make sure we can meet any label need our customers may have.

## Retail Solutions

StrongPoint offers retailers integrated technology solutions that increase productivity and improve the shopping experience in the stores. We mainly offer solutions and consultative services for cash management, loss prevention, self-service, electronic shelf labelling and retail suite software. We also offer a number of other solutions that help improve store operations.

## Cash Security Solutions

StrongPoint Cash Security provides solutions for secure cash logistics. Our offering focuses on innovative Intelligent Banknote Neutralisation System technology that protects valuables without the need for weapons or expensive armoured transport.

[www.strongpoint.com](http://www.strongpoint.com)



# Label Solutions

StrongPoint Label Solutions offers self adhesive labels for any product and any use. We assist customers with self adhesive labels throughout the whole business process, from label design to printing labels. We have offices and production plants in both Sweden and Norway.

Here at StrongPoint Labels we produce a wide range of labels to many different industries, such as the food- and beverage-industry, cosmetic products, chemical products and the manufacturing industry. With our extensive experience in producing labels, we know what is required when choosing material, adhesives and high-speed delivery to our customers.

One of our strengths is that we start with analysing your business needs for labels. From the product's attributes, its packaging and according to your application, we together create a label that not only works practically in your factory, but also successfully carries your specific brand message. Your label must follow your graphical guidelines and it should be designed to make it stand out on the shelf amongst your competitors' products. Together we can find a solution that makes all this happen.

Our printing plants are well equipped with the latest technology. This includes both digital and flexo printing. This enables us to accomodate both small and large runs.

In our in-house design department we can make your labels from scratch, or we can adjust your existing labels to increase efficiency and reduce costs. Our creative team is well known for its broad competency and deep knowledge in designing labels. If you choose to design your label with us, we are able to secure the entire label process, from idea to labeled product.

We don't see any difficulties when it comes to color, shape or design. We only see opportunities and we are happy to take part in your challenges and successfully meet them together.

Your labels can make you sell more. Choosing the right label supplier is the first step toward making your labels a powerful selling tool.

Your idea — our challenge!



**Extensive  
experience**

**Focus on  
customers needs**

**In-house  
design**

**Latest  
technology**





## Retail Solutions

StrongPoint knows how to run a profitable store. We have the knowledge and solutions to solve the problems and bottlenecks retailers face in their everyday work. We know how to lower costs, increase productivity, enhance security and improve the shopping experience in the store. We achieve this by analysing and improving how cash is handled, how shrinkage can be prevented, how pricing is performed or how the checkout area can become more efficient.

We know that the systems we install meet a retailer's high demands. In most cases we develop, install and provide the ongoing service of the product ourselves. Doing so, we can guarantee that everything runs hassle-free and on the retailer's terms.

Reliability, integration and usability are what we strive for when developing new products. There is no room for systems that cause any troubles in a retailer's stressful workday. We are proud of the fact that we have systems that can still run up to 15 years in a store. For an environment with technical

solutions to be effective, they have to communicate with each other. We are therefore actively working on creating updated integrations with the common POS-systems and other third-party software providers.

With StrongPoint as a partner, retailers can be sure that the store runs optimally with smooth routines. This enables retailers to focus on the customers. StrongPoint takes care of the rest.

## Cash Management

Handling cash can be a time-consuming process for many retailers. The cash is often counted numerous times but does still not add up correctly at the end of the day. Manual cash handling makes the store vulnerable to internal theft and robberies. StrongPoint offers CashGuard, the market-leading cash management system in the world. By automating the cash handling, retailers no longer have to count the cash and the reconciliation is always correct. Since the cash never leaves the closed system the risk for theft is eliminated.

## Self-service checkouts

The checkout is the last part the customer remembers from the visit in a store; therefore it is important to make it a positive experience. Self-service checkouts decrease the time spent in line with up to 40 percent. Since one cashier can manage eight self-service checkouts, it saves retailers many work hours.

## Guaranteed Price Integrity

In a store with hundreds of items, price labelling is a time-consuming procedure so retailers tend to keep the same prices as much as possible.

With electronic price labels, retailers can be sure that the prices always are correct, and they no longer have to spend time updating and controlling the paper labels. This results in happier customers, more time for other activities and the possibility to work actively with discounts and special deals. We sell solutions from Pricer, the leading manufacturer of digital shelf labels.

## Loss Prevention

Products being stolen is a part of every retailer's reality. An average retailer has thefts that add up to 1.23 percent of total sales. That is distributed evenly between internal and external theft\*. Small items with a high price like tobacco, hygiene products and non-prescription drugs are the most frequently stolen items. It is for them that we have created a system that eliminates both internal and external theft. It is called Vensafe.

## And much more

In addition to these solution areas we also have comprehensive knowledge and experiences within areas like scales, scanners and reverse vending systems. We are resellers to brands like Digi, Data-logic and RVM Systems.



# Cash Security Solutions

StrongPoint Cash Security provides solutions for secure cash logistics. Our offering focuses on innovative Intelligent Banknote Neutralisation System (IBNS) technology that protects valuables without the need for weapons or expensive armoured transport.

StrongPoint Cash Security, formerly known as SQS Security Qube System, was founded by the inventor Kjell Lindskog in 1995 in response to the philosophy that “a thief should never be rewarded”. Irrespective of expertise, time, methods and tools used in an attempted theft the content is always irreversibly destroyed.

Today, our “no reward” products for the protection of valuables are unique to the market and provide our customers with entirely new benefits and an unmatched security level. The StrongPoint system is built upon IBNS technology that protects valuables without the need for weapons or expensive armoured transport whilst improving personal safety and security as well as the working environment of the personnel handling valuable items.

The different elements of the StrongPoint system can be used as “stand-alone” products, or can be combined to form an End-to-End solution for cash transportation and ATM replenishments. This gives the customer the ability to integrate the StrongPoint products into current operations and, as

operations expand, needs shift or the security level needs are raised, add more features to the system. Together with leading Cash-In-Transit companies and ergonomics experts, we have developed a portfolio of security cases based on several patented technology solutions.

They are today’s most advanced security cases made of carbon fibre composite, extremely lightweight alloys and high-grade polymers, resulting in market leading load capacity in relation to their own weight.

We have created security cases that takes as little space as possible. The top-loading, ergonomic design provides a very small footprint and the lightweight cases are designed to minimise user effort.

In combination with StrongPoint’s intelligent rack solutions we facilitate the use of armoured, semi-armoured and non-armoured cars to enable the highest security levels between the cash centre and the pick-up location.



## The CIT solutions benefits:

### + Safety

- Minimizes risk for operating personnel
- Minimizes risk for public

### + Security

- Minimizes risk for theft and robberies
- Minimizes risk for internal fraud

### + Cost Efficiency

- Reduction of operational costs
- Reduction of capital expenditure

### + Ease of Use

- High product up-time
- Minimal operating time at customer location

## Solution Areas

- CIT Solutions
- ATM Solutions
- Retail Cash Solutions



We analysed international experiences and the global best practices. Absolut Bank has chosen precisely the product that matches the requirements and objectives of modern security levels the best.





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