brandstorm
brand architects

EuroShop
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Drop to shop: The first payment terminal that integrates product personalization

Euroshop 2020: **Brandstorm unveils the interactive « drop-to-shop » terminal**, the smallest store ever created and developed **in partnership with FEC**, international terminals' manufacturer and key player in the digital transformation of points of sale.

« Drop-to-shop » is a user-friendly product configuration terminal, where your customers can use real samples to create their products intuitively and playfully, view their creations on a touch-screen, order and pay them for a convenient delivery.

« Drop-to-shop » consists of a materials sample board and product references, attached to a touch-screen and a «Drop-to-shop» identification pad system. This **allows for the customers** to see, touch or even feel the product before viewing the possible combinations on the screen, for **an ultimate personalization of their purchase.**

The products thus created on the terminal, can either be ordered and purchased on-site or deferred using a tracking system to be later conveniently delivered to a chosen address. **Such**

monitoring throughout the purchasing process allows you to collect invaluable data and analyze the journey and behavior of your customers** (choices, decisions, time spent, etc.), said data being of essence to effectively retain users and secure a lasting consumer loyalty to your brand.

This technology allows for e-customers to return to the retail point of sale, providing them with a unique purchasing experience **and simultaneously offers an optimized production and inventory management**, based on customer demand, in real time.

We offer **a « neutral » terminal that can easily be personalized to correspond to your brand identity** and allows infinite functionality and configurations (wall, suspended, table, etc.)

More information:
www.drop-to-shop.com

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DROP-TO-SHOP :

7.DELIVERY
On site, at home,
or wherever

1. DISCOVER
Brand discovery on the screen

6. PAY
Directly on the screen or on paiment terminal,
now or later

2. SELECT PRODUCT
Product samples around the device

5. ORDER
Directly on the screen, now or later

3. CHOOSE SAMPLE
Real samples parts of product, touch and feel

4. COMPOSE
Be the designer, do your own