

Reliable POS Keyboard with Integrated Card Readers



Challenge

Hellenic Duty Free Shops S.A (HDFS) is dedicated to offering to all travelers passing through the exit controls of Greece the ultimate shopping experience. It operates 114 stores at 46 locations (airports, border and ports) across the country. HDFS was looking for a compact and highly reliable data input device for the POS terminals at their duty-free shops in all airports, border stations and seaports across Greece.

The goal was to acquire a premium POS keyboard that runs 24/7 without any problems. Particularly important was the option to integrate different modules so the cashiers would be able to read magnetic cards as well as smartcards with just one compact device. Besides a small footprint HDFS required an alphanumeric layout that also fitted a number pad.

Solution

Our compact POS keyboard MCI 96 matched all requirements perfectly. Due to its high quality the programmable keyboard has a long service life at very low failure rates. With its compact measurements the keyboard offers the perfect size and integrates an alphanumeric layout with number pad and two integrated card readers in a one cable solution at the same time. With the individually laser etched logo, the programmed keyboard integrates seamlessly into the appearance of the duty free shops.

With the assistance of PrehKeyTec long term business partner N. Asteriadis S.A. the acquisition and integration of the keyboard into the POS systems was smooth and easy.

“We have been using programmable keyboards from PrehKeyTec for many years to save time at our checkouts. The reliable human machine interface helps us to serve customers in our duty-free shops efficiently and without any delays.”

Georgios Prakates – IT Director of Hellenic Duty Free Shops

Contact

Hellenic Duty Free Shops S.A (<https://athens.shopdutyfree.com/en/>) started out in 1979 with two sales outlets and now operates 114 stores across Greece. Hellenic Duty Free Shops S.A. is a member of Dufry AG, a global travel retailer with operations in 64 countries, 380 locations. Dufry is present in around 2,200 shops located at airports, cruise liners, seaports and other tourist locations.

N. Asteriadis S.A. (<https://asteriadis.gr/en/>) was established in 1985 and has been a PrehKeyTec partner and our Greek representative for over 30 years. It's the successor of Nicolaos Asteriadis enterprise, established in 1955 by Nicolaos Asteriadis. N. Asteriadis S.A. is one of the market leaders for analytical and scientific instruments including electronic microscopes. A carefully selected list of manufacturers as well as local companies assist N. Asteriadis S.A. in completing its range of high-quality products, which can meet the customers' demands in the fields of analytical instruments, electron microscopy, laboratory equipment and consumables. The headquarter is in Thessaloniki and a subsidiary is in Athens.

PrehKeyTec GmbH (<https://www.prehkeytec.com/>) is a leading international manufacturer of high-quality data entry solutions for professional applications. In close cooperation with our business partners, we develop and produce specific keyboards and scanners at our headquarters in Mellrichstadt. Our products give our worldwide customers advantages in terms of reliability and efficiency in manufacturing, retail and many other sectors.