# StrongPoint Cub to exhibit at the NRF exhibition in New York

StrongPoint Cub has again been selected to exhibit at Zebra Technologies stand at the major retail trade fair NRF in New York in 2019. It is one of the world's most famous fairs covering innovation in the retail industry.

It is the success of StrongPoint Cub with its E-commerce solutions that make Zebra to offer the opportunity to exhibit in their stand at NRF.

" We were there in January this year and had 3 full days of presentations that followed each other back to back," says Göran Thörn, SVP E-Commerce Management at StrongPoint Cub AB. "The NRF in New York is a great opportunity for us to create new contacts and sales channels for our solutions, mainly in North and South America, but also to connect with visitors from other parts of the world that will be there," continues Göran.

In addition to the fact that the three largest players in the Swedish grocery market use solutions from StrongPoint Cub E-Commerce Logistics Suite, the first installations have now also been done abroad. "We are now running installations in Denmark and Estonia, and with the network that the StrongPoint Group offers, there are also discussions in other European countries. Through the acquisition by StrongPoint at the end of 2017, we now have better opportunities to reach out with our solutions outside Sweden, and together with our Click & Collect solutions, today we have a complete concept to offer. " Göran concludes.

Visit StrongPoint Cub in Zebra's booth 2101 at NRF during 13th -15th January, 2019.

For more information, contact StrongPoint Cub at info.ecom@strongpoint.com, or visit our website, www.cub.se