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## **CRS and Hisense Enter an Exclusive Agreement**

CRS announced that it has entered in to an exclusive agreement with Hisense Intelligent Commercial System Co., Ltd. (HICS) to distribute select Hisense POS products, including Tablets and Touch Terminals in the USA and Canada. CRS will also distribute these products throughout the Americas and Caribbean on a non-exclusive basis. Hisense presented CRS with a Qingdao Shell carving to commemorate the partnership.

Hisense, founded in 1969, is a highly regarded brand in the Chinese market for a wide range of consumer appliances and commercial POS products. Hisense has leveraged this expertise to become the third largest manufacturer of televisions in the world. In 2015, Hisense acquired the manufacturing facility and brand rights for Sharp TV in the Americas. Hisense POS products are used by over 60% of the top 100 chain stores in China.



“CRS is extremely excited to bring Hisense POS products to the markets CRS serves. The Hisense brand is gaining prominence and respect throughout the Americas, so CRS resellers will find easy acceptance of Hisense POS products” stated CRS VP of Sales, John Soderquist. “

Hisense VP of Business Development and POS industry veteran, Elliot Wu shared “Hisense is very proud to partner with CRS, who is well-known for successfully bringing best of class manufacturers and products to the Americas. CRS is also known for exemplary channel management and importing infrastructure so we are confident that the CRS expertise will enhance the Hisense brand as we launch our POS products in the Americas.”

CRS, founded in 1927, is the leading independent importer and distributor of POS Touch Terminals, transaction, kiosk and label printers, cash drawers and related peripherals.

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