



In the press

Here you can find extracts from some recent articles about emnos.

FMCG News 04/05 2010

New Director Research and Development at emnos

FMCG News is a monthly magazine for food and drink manufacturers in the UK.

This article introduces Karim Hyatt who has been appointed to lead the new Research and Development department at emnos and comments on how this will further boost added value to emnos customers.

- "New Director Research and Development at emnos" [FMCG NEWS](#), April/May 2010
[Download PDF \(2,9 MB\)](#)

Magazine LINEAIRES 3/2010

Les precieuses donnees des cartes de fidelite

Le LINEAIRES is a French monthly magazine dedicated to food retail. In its march edition, they have published an article on loyalty cards data. emnos -as main doer of the market- makes use of the 17 millions cards holders in Carrefour supermarkets and hypermarkets.

- "Les precieuses donnees des cartes de fidelite" [LINEAIRES](#), March 2010
[Download PDF \(1,9 MB\)](#)

Colloquy magazine 3/2008

Germany is becoming the loyalty power center in Europe

The international loyalty magazine Colloquy is convinced that Germany is poised to become the next loyalty power center in Europe. As an expert for customer insight, emnos plays a key role in this development:

- "Danke Schoen - How Germany is poised to become the next loyalty power center in Europe" [COLLOQUY](#), Volume 16, 20 Issue 3, 2008
[Download PDF \(0,7 MB\)](#)