

## **PRESS RELEASE**

### **Toronto Pearson goes self-service with DSG Bagdrop.**

**- Adoption of self-service concepts is a cultural thing, says DSG CEO Idar Sjørgjerd.**

(Lorenskog, Norway 07.09.2015) – Toronto Pearson International Airport represents a strategic breakthrough for us in the North American market, says Idar Sjørgjerd, CEO of DSG Bagdrop AS. According to the new framework agreement with Toronto Pearson International Airport, DSG Bagdrop will deliver self-service bagdrop solutions to Terminal 3 of Canada's largest airport.

– The Terminal 3 Enhancement Project will revitalize the entire airport with state-of-the-art upgrades and amenities, according to an announcement from Toronto Pearson International Airport.

– We are not surprised that Canada is now adopting self-service bagdrop solutions, says Idar Sjørgjerd. – The adoption of new service concepts is closely related to culture. Canadians and Scandinavians have much in common; they like practical solutions that let them stay in control, and they are technology innovators. Scandinavians were early adopters of low-fare self-service flight booking and regard self-service bagdrop solutions as a natural extension to their travelling habits. Now, we see the rest of Europe and the Americas rapidly following suit.

– To be the preferred self-service bagdrop solution for Toronto Pearson International Airport is a great inspiration for us, says Idar Sjørgjerd. – The Pearson Terminal 3 will be a showcase to the world when it comes to architecture and innovative solutions that make travel easier and more pleasant.

DSG Bagdrop is the world market leader in self-service bag drop systems. As a first mover, the company has installed self-service bag drop in all major Scandinavian airports since 2010. European airports such as Barcelona, Madrid, Berlin and Bergamo, have also installed, or are about to install the system. The products have served more than 15 million passengers. In 2015 more than 10 million travelers will be using our self-service bag drop solutions.

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*DSG BagDrop is a part of DSG and Bertel O.Steen*  
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### **About DSG Bagdrop**

Aiming to be the most innovative company in our industry, DSG Bagdrops provides tailor made solutions to fit a variety of industry standards, technical needs and architectural requirements.

DSG Bagdrop is a subsidiary of Bertel O. Steen Industry, which in 2012 became a separate group in the Bertel O. Steen family of companies. Established in 1901, Bertel O. Steen AS with its subsidiaries is one of the largest service and trading companies in Norway.