

Barcelona— March 2, 2015

The Internet of Things goes crazy for Pizza and takeaway

Today La Comanda, the Italian IoT startup, introduces Click’N’Pizza

Click’N’Pizza, the first member of the Click’N’... family, attaches magnetically to the refrigerator door (a stand is available for non-metal refrigerators). Click’N’Pizza offers three features: Just One Click: automatically e-orders your favorite pizza; Turn and Click: select from different toppings; and Promo’N’Click: select from promotions with a single click.

The Click’N’... family is a revolution in e-commerce and takeaway, offering a fast and easy ordering experience and creating a unique channel to communicate directly with customers. The Click’N’... family’s on board display creates a new CRM channel that is much more effective compared to existing systems such as SMS or newsletters. All this results in incremental sales and customer loyalty.

“We wanted to make ordering faster and easier. Smartphones and computers cannot offer a real “One Click” ordering experience, you have to take many steps before the final “one click”. Click’N’... family devices offer **a real ONE CLICK experience**,” says **Carlo Brianza, founder & CEO of La Comanda**. “We are starting out in the Pizza delivery market, but the Click’N’... family can provide a new e-commerce experience for customers in a variety of services, such as coffee pods (Click’N’Coffee), meal options (Click’N’Food), and beverages (Click’N’Drink).”

Click’N’Pizza distribution is slated to start before this summer in North America. The first test phase will be done in partnership with **Pizza Hut**, the world’s largest affordable casual dining restaurant chain.

About La Comanda

La Comanda is an Italian IoT startup company based in Milan, Italy that develops and delivers smart consumer devices to make everyday life easier.

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