

Datalogic does Three Peaks for the NSPCC

By Datalogic

Dated: Jun 13, 2007

12 June 2007, Watford, UK - Two teams from Datalogic, the world leading barcode technology manufacturer, successfully completed the gruelling Three Peaks Corporate Challenge 1st and 2nd June 2007 on behalf of UK based children's charity NSPCC.

The Three Peaks Corporate Challenge is a 24 hour race against the clock to conquer the three highest mountain peaks in the UK (Ben Nevis, 1,344m, Scotland, Sca Fell Pike, 978m, England, Mount Snowdon, 1,085m, Wales).

Setting off from Datalogic's Redbourn offices, the two teams drove 469 miles to Fort William, Scotland, where the challenge officially started. After safety briefings and final equipment checks the two teams (Datalogic Dragons and Datalogic OA Saints) set off from Glen Nevis at 2.32pm and 3.06pm respectively toward the snow-caped summit of Ben Nevis, the UK's highest mountain.

Having successfully scaled Ben Nevis and returned, the teams then climbed aboard their mini-buses and drove 235.5 miles to Sca Fell Pike. Team members had to change out of wet clothes, eat and try to sleep, on route. Arriving in the early hours of Saturday morning, the Datalogic teams donned head torches and started the steep, precarious climb up to Sca Fell Pike in darkness. The Datalogic Dragons started at 2.54am and the Datalogic OA Saints followed at 3.05am. The teams reached the summit checkpoint at 5.45am and 5.30am.

Fatigued and footsore the teams descended Sca Fell Pike, climbed back into their mini-buses and drove 183.3 miles to the third and final peak, Mount Snowdon. The Datalogic OA Saints made exceptional progress and complete the entire challenge in just 23 hours 35 minutes. The Datalogic Dragons finished in a respectable 25 hours 21 minutes.

The event organisers, Merseyventure brought the event to a close with an award ceremony, buffet and entertainment. Of the 15 teams that took part the Datalogic OA Saints finished fifth and the Datalogic Dragons ninth overall.

Datalogic is an NSPCC national partner. Together with its channel partners and suppliers, Datalogic aims to raise £25,000 for the children's charity during 2007. Although Datalogic is still busy collecting sponsorship it estimates raising over £4000 from the event for the NSPCC.

In the course of the event Datalogic teams climbed 3,407m/11,177ft, drove 419 miles between peaks and over 1300 miles round trip.

Paul Duggan, Director, EMEA Northern Region, said, "It's been a fantastic effort by everyone involved; a terrific, memorable experience for the Datalogic teams; and raised much needed funds for our national charity partner the NSPCC."

Tony Gardiner, NSPCC corporate appeals manager, said, "The NSPCC depends on voluntary income to continue its vital work across the country and maintain the level of service to local children and young people who have suffered abuse. Businesses can have a huge impact at the heart of every community and we are incredibly grateful for Datalogic's continued support. We would also like to say a special thank you to everyone involved in the Three Peaks Challenge."

To make a donation to the Datalogic Three Peaks Challenge please visit their Just Giving page: www.justgiving.com/3Peaks4Datalogic or visit our website www.datalogic-nspcc.com

For information about the work of the NSPCC please contact Tony Gardiner, NSPCC corporate appeals manager, on 01908 568 336 or at tgardiner@nspcc.org.uk

-End-

Notes to editors:

The Teams

Datalogic Dragons Team

Charlie Trumpess, Paul Hewitt, Clare Dinan, Nasser Hussain, Richard Barnes, Donald MacDonald, Kevin Fuller, Louise Moore, Paul Duggan, Sheila Porter, Martin Bland.

Datalogic OA Saints Team

Tasha Saint-Smith, Jemma Knighton, Ed Knighton, Harry Knighton, Kate Barnes, Paula Chandler, Suzanne Lienert, Sandy Chadwick, Amanda Bray and Catherine Botterman.

For pictures of the Three Peaks Challenge teams contact Charlie Trumpess, Marketing Manager at Datalogic Scanning on 01923 809511.

Three Peaks Corporate Challenge 1/2 June 2007

Event Overview:

18 Teams Entered

2 Teams Deferred

1 Team Did Not Show

15 Teams Registered

1 Team Entered Late – Unregistered

Overall Team Times:

1. Kindertons 'A' – 20:55 (rule violation – minimum drive time Stage 1)
2. Tates Ltd – 22:45
3. Aldi Stores Darlington – 22:55
4. Wildnet Group – 23:04
5. Datalogic UK Ltd 'B' – 23:35
6. Glaxosmithkline – 23:41
7. Kindertons 'B' – 23:42
8. Motorola Team 1 – 24:16
9. Datalogic UK Ltd 'A' – 25:21
10. Motorola Team 4 – 25:47
11. Motorola Team 5 – 26:18
12. Qioptiq – 26:29
13. Motorola Team 3 – 26:39
14. Motorola Team 6 – 27:05
15. Motorola Team 2 – 24:23 (rule violation – failed to visit all checkpoints)
16. Coca-Cola Enterprises UK – 25:38 (unregistered)

Stats provided by Merseyventure

About Datalogic

With a history and heritage dating back over 30 years Datalogic is widely recognised and respected as a world leading innovator in the barcode and data capture industry. The company has three areas of expertise:

Datalogic Scanning - the world's leading manufacturer of high performance retail, general purpose and industrial barcode scanners.

Datalogic Automation - advanced fixed position industrial barcode scanners and RFID

Datalogic Mobile - rugged, innovative mobile computers for field force, warehouse and transportation applications.

Visit www.datalogic.com

Category	Manufacturing, Technology
Tags	barcode, charity
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