

30.04.2024

Citizen Systems and Delfi celebrate 30 years of partnership

Collaboration with added value for customers

[Citizen Systems](#), supplier of labels, POS and mobile printers, and [Delfi Technologies](#), Danish Auto ID sales partner and expert in barcode solutions, proudly look back on 30 years of successful co-operation. Several milestones such as the Northern European printer rollout at retailer JYSK mark the successful co-operation.

The collaboration between Citizen Systems and Delfi in the distribution of label and POS printers began in 1994 with Delfi's interest in an OEM product of Citizen's popular CLP-4081 label printer. Since then, both companies have been dedicated to their common goal of providing their customers with high quality solutions while ensuring the highest level of quality and customer support.

After the first customers were industrial companies using the desktop version of the printer, the customer base has expanded to include other sectors such as retail and logistics. For example, the [retail chain JYSK](#) in the Nordic countries and Germany relies on the [CL-S521 label printers](#). Both Citizen Systems and Delfi emphasise the importance of providing their customers with products that are directly tailored to their customers' needs.

"The good quality of the Citizen devices with their powerful print heads, which interact perfectly with our software and run smoothly for our customers, form a strong basis for our joint projects", explains Palle Svendsen, CEO of Delfi Technologies. "But what inspires us beyond the high-quality devices is the always courteous communication with Citizen. This is what makes our collaboration so valuable and enjoyable for us and our customers."

The quality of the joint solutions is reflected in both the robust devices and the easy-to-use software. The joint focus on customer satisfaction has meant that the products represent significant added value for customers. In addition to the CLP-4081 industrial printer, the [CL-S521 label printer](#), which is in use at JYSK, is one of the most successful products of the collaboration. The spectrum ranges from modern POS printers to high-performance industrial label printers such as the [CL-S700](#), which prints labels with barcodes in the warehouse at the [Louisiana Museum of Modern Art](#) in Denmark.

"We are proud to have partnered with Delfi Technologies over the last 30 years to support many European companies with their printer installations," says Jörk Schüssler, Marketing Director EMEA at Citizen Systems. "We look forward to continuing to deliver first-class printing solutions in the future and supporting our customers in their business success in the long term."

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About Citizen Systems Europe

Citizen Systems Europe is a wholly-owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers through an extensive partner network across EMEA. www.citizen-systems.com

ABOUT DELFI TECHNOLOGIES

Delfi Technologies is a European provider of software solutions in the field of electronic shelf labels (ESL), handheld terminals, POS solutions and printing solutions. Since 1988, Delfi Technologies has been developing solutions for its customers that simplify work processes and create competitive advantages.

Delfi Technologies' customers operate in many industries, including retail, warehousing, healthcare, field service and office signage. The company applies its knowledge and expertise to every system solution and offers customised support, service and advice for individual project plans. The system solutions are available worldwide, with subsidiaries in Denmark, Sweden, Norway, Germany, Italy and Vietnam.

<https://www.delfi.com/en/>

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