

## CASE STUDY | Citizen CL-S521 label printers provide the perfect print solution for JYSK



Fast, high-quality Citizen CL-S521 label printers have been selected as the perfect user-friendly, reliable shelf labelling solution by international retailer JYSK. The Danish company now aims to install the printers throughout its stores in the Nordic countries to streamline its sales service.

As a major purveyor of homewares, JYSK is aptly a household name in many corners of Europe, with an international chain of stores extending beyond **1,850 sites in 35 countries**.

The company believes that constantly increasing employee satisfaction is crucial in order to improve customer service and it is this philosophy that recently led JYSK to seek out improvements in the provision of its shelf labels. JYSK's practice of using a standard A4

printer to conduct this task was judged as far too time consuming, involving much separating and sorting before staff could begin assigning labels to their positions on the shelves, and so the retailer began looking for a more efficient method.

A number of suppliers were consulted and briefed to suggest 'user-friendly', efficient print solutions. One of these suppliers, **Delfi**, the Danish Auto ID distributor and an expert provider of barcode solutions for stores with a strong knowledge of market-leading equipment, suggested the use of **Citizen CL-S521** printers, which provide simple, cost-effective high quality label printing at speeds of **up to six inches per second**.

JYSK accepted and so **30** Citizen CL-S521 printers were purchased for testing in the retailer's Dutch stores. The test was clearly a resounding success for JYSK, Delfi and Citizen, as it resulted in the purchase of a further **400** Citizen CL-S521 units.

The Citizen solution won through because the CL-S521 provides the perfect blend of reliability and user-friendliness.

The CL-S521 features Citizen's proven **Hi-Open™ case**, which opens vertically to minimise the footprint of the unit and provides easy access and simple media loading, a factor that clearly influenced JYSK's decision to select this model. "The Citizen CL-S521 saves store staff much time in the daily operation of the stores," **Henrik Hansen** said. "It is easy to operate, you just have to put a roll of labels in the printer and then it works."

The majority of the Citizen CL-S521 printers purchased by JYSK are currently used in Danish stores but the retailer is now planning roll-out across the Nordic countries.

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*Henrik Hansen, project manager at JYSK, explained:*

*"It was very important that a new solution could be integrated into the existing store environment with an easy installation and user-friendly operation for the store staff. We have chosen a reliable and user-friendly print solution that was obviously the best of the alternatives we looked at, and the price was reasonable."*

Featuring printer:

CITIZEN CL-S521



The ideal desktop industrial label printer:

- big capacity in a small size cover,
- reliable and durable,
- ideal for shelf and box labels,
- fast and quiet,
- easy to maintain.

# About Citizen Systems Europe

Citizen Systems Europe operates from London, UK and Esslingen, Germany covering Europe, Middle East and Africa. Citizen offers a broad range of thermal label & barcode printers, portable and dot matrix printers, mini and POS printers. Via a network of specialized partners, these are sold into markets as diverse as industrial, retail, healthcare and mobile applications.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen Watch Company of Japan. The globally operating group produces its world-famous eco drive watches and mini printers, industrial print systems and machine tools, crystal oscillators, LEDs and other electronic components.

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