

CASE STUDY | Citizen, a link in the chain of excellence at Dachser



Dachser, a family group with an international dimension, is now one of the largest logistics providers in Europe. The key to their success lies in a concept that includes comprehensive organization of flows and the development of reliable, regular, and efficient road systems. Experience acquired in the field of computer technology has enabled the company to establish standards that are a reference, and to optimize its logistics processes.

Dachser is a pioneer in the development and use of identification, communication, and management systems, and launched the WIN - Wholly Integrated Network - Project internationally in 2007. This is a process that defines quality standards, implements process optimisation, and homogenisation of equipment, including computer equipment.

Gaëtan Mandin, administrative manager in the Information Systems Department (ISD), states:



The stakes are high and in order to achieve its objectives, Dachser must choose trusted partners. This in essence means setting up a computer network throughout its sites that must use the same applications, the same software tools, and the same equipment, including printers.

The flexibility and efficiency of a perfectly organized network makes Dachser mainland Europe's leading logistics providers. The group employs 450 computer specialists.

Dachser has been working with Citizen Systems Europe since 2002. Citizen printers suit the needs of the group in terms of performance, so the decision was made to equip all of the international sites.

Testing of these printers was carried out in France. After validation, installation was started. The first sites were equipped with the CLP7202 models, since replaced by the new generation CL-S700 printers.

Dachser is supported in this project by the distributor ATSCAN, who has been their trustworthy partner for the past ten years. Deployment in France will end in 2012, after which, installation in the Portuguese and North African sites will be launched.

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"Before our WIN project, we did not use Citizen printers, and now we are really very satisfied. This product is rugged, shows unparalleled reliability, and outperforms the competitor brand that we used previously. The majority of them are on the shipping docks of the sites. This allows for maximum efficiency, since transport labels are printed on site. They are placed in autonomous mobile stations that protect the computer workstations, and are connected to the NC (network computer) and the network."

“The homogeneity of our systems,” says Gaëtan Mandin, “aims to avoid interface problems. We use the same software tools at all of our sites. Similarly, we adapt to our workers by providing key IT systems in different languages. With Citizen Printers, we can now set the language for using the software, something that was previously available in English only; which, to be honest, could cause problems.”

“Our partnership with the Citizen team is excellent. For maintenance, we work with **LP Services**, but in general, interventions such as changing print heads can be carried out quickly by our own technicians.”

“Dachser now owns a park of **250** Citizen thermal printers in **France**, about **1500** in **Europe** and their number is constantly growing. Dachser group was awarded the **GreenIT Best Practice Award** in the category “*Sustainable and innovative Energy Efficiency in Information and Communication Technology (ICT)*” in **2010** in Berlin“, continues Gaëtan Mandin. “The flexibility and efficiency of our perfectly organized logistics network makes our company a leading logistics provider on the European continent and Citizen is an important link in the chain of excellence.”

Featuring printers:

CITIZEN CL-S700



Robust and reliable industrial label printer:

- ultra-fast loading of media,
- simplified maintenance.

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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