

CASE STUDY | Citizen and Nordic  
Choice Hotels celebrate ten years of  
partnership.



**In over ten years Citizen has successfully delivered printers to Nordic Choice Hotels, the biggest hotel concern in Sweden with over 150 operating hotels. Citizen delivers two types of printers to the concern, CT-S2000 and CT-S651.**

Recently another hotel concern, Pite Havsbad-gruppen, adopted the solution which CT-S651 offers. Deciding factors were the printers' functional size and that the receipt is printed in front of the machine, which saves time for working places like kitchens, bars and receptions.

*„We are happy to celebrate ten years of partnership with Nordic Choice Hotels, our most important client in Sweden. We are proud to be a part of their expansion all over the Nordic region. It is a fact that our printers are made for the hotel and restaurant industry with a functional size and a protective cover.“  
Flemming Korte Hansen, Regional Sales Manager, Citizen Systems Europe.*

West International, market leading company of payment solutions, is the logistic partner of Citizen and Nordic Choice Hotels and offers the best service and support. The partnership expands now to also include Pite Havsbad-gruppen as a client.

*„Pite Havsbad-gruppen chose CT-S651, our latest version which we have worked hard with to profile against the hotel and restaurant industry in Europe. It is an upgraded version of the CT-S2000, but works in the same way.“  
Flemming Korte Hansen.*

Nordic Choice Hotels is now planning to build a new world class hotel in Malmö, Clarion Collection Hotel S:t Gertrund. Citizen Systems hope that they remain the natural choice of printers for the hotel concern.

*„We follow the expansion of our most important client with joy and hope. We look forward to help them in their business for an additional ten years and wish Nordic Choice Hotels only the best.“  
Flemming Korte Hansen.*



Featuring printer:

## CT-S2000



**Fast, tough and easy to use receipt printer**

- Front exit
- Fast print out of receipts
- Flexible cutting
- Easy notification
- Low space requirement

## CT-S651



**Fast, powerful POS printing with front exit**

- Front exit
- Fast print out of receipts
- Flexible cutting
- Easy notification
- Paper thickness up to 0.150mm
- Low space requirement

## About Citizen Systems Europe

With branches in London and Stuttgart, Citizen Systems Europe serves the entire EMEA region. The company offers a wide array of printers for industry, retail, health care and mobile applications, especially label, barcode, POS and mobile printers. In each case, the company's products are sold and supported through a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of Citizen Watch Company of Japan. This global group produces world-famous Eco-Drive watches as well as mini-printers, industrial printing systems and machine tools, quartz oscillators, LEDs and other electronic components.

[www.citizen-systems.com](http://www.citizen-systems.com)

## About Choice Hotels

Choice Hotels International (NYSE: CHH) is one of the largest and most successful lodging companies in the world. Choice currently franchises more than 6,300 hotels, representing more than 500,000 rooms, in more than 35 countries and territories. Ranging from limited service to full service hotels in the economy, mid-scale and upscale segments, Choice-branded properties provide business and leisure travelers with a range of high-quality, high-value lodging options throughout the United States and internationally.

For more information on Choice Hotels, visit the company's Website [www.choicehotels.com](http://www.choicehotels.com).

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