



‘Driving innovation together’

Philipp Johannesson, vice president of sales for the DACH region at Zebra Technologies, knows how important it is to seize the opportunities presented by digitalisation and exploit them for the company's benefit – with Zebra's technologies, the manufacturer sees itself as a key trailblazer in this regard. Expert partners provide the company with essential support, and none more so than Bert Jansen, managing director at PFB Printing for Business, and his entire team.

FACTS office: *In your assessment, how has the Auto-ID market evolved in recent years?*

Philipp Johannesson: A growing number of industries and companies have reached the stage where they have to implement their digitalisation strategies. And Auto-ID products play an important role here – they essentially represent the interface between the physical and the digital. Plus more and more processes are also becoming standard by law, such as the authentication of all medicines subject to verification in pharmacies using barcode scanners. Accordingly, we have been seeing a steady rise in demand for a number of years.

Bert Jansen: We can absolutely confirm this as an experienced service provider in the area of Auto-ID and printing solutions. Our company is also witnessing a steady rise in demand for Auto-ID products for logistical and indus-

trial applications. By their very nature, these products are essential for tasks such as process planning and management or the optimisation of processes.

FACTS office: *And what kind of developments can we expect to see in the area of printing?*

Johannesson: Even though there is a trend towards fewer paper printouts in office settings, demand is increasing in the industrial and warehousing environments. Label and RFID printing are an important element of digitalisation; they prepare the world of things for the transition to the digital world. As such, mobile printers and printers in industrial settings are increasingly needed, while demand is dropping in offices. Thanks to our innovative portfolio and our approach of thinking in terms of solutions, we are very well positioned in this respect.

FACTS office: *What role is Zebra playing in the markets and how do you view the company's core expertise?*

Johannesson: Companies have recognised that they must seize the opportunities presented by digitalisation. In terms of the Internet of things and Industry 4.0, they now have to set the wheels in motion across the board with innovative ideas. With our technologies we are an important trailblazer for precisely this task. This has an impact on various areas. For instance, so-called real-time locating systems will play an important role. And our product and solution portfolio is the best on the market in this regard. Our customers recognise and appreciate that we are focusing on the entire process and workflows – from the tracking of acquisition and analysis data to the implementation of specific measures. The fact that Zebra concentrated on supplying

customised solutions from an early stage is paying off. Then there is fact that we have been tirelessly driving innovation for the last 40 years. Accordingly, we not only supply key technologies for the IoT, such as sensors, barcodes and RFID, but also include prescriptive analytics, the use of data via the cloud using our 'Savanna Data Services' platform and data mining in our solutions. All of these things make us a strong and trusted partner on the big digital transformation journey.

FACTS office: *To what extent do you receive support from your partners here?*

Johannesson: The support we get from our partners in sales and marketing matters is one of the most important drivers of our success. A highly trusting relationship exists here, with each party spurring the other on. This especially applies to our collaboration with PFB, which has now been running for the last 15 years. It has evolved on a trust basis, allowing us to work together to achieve a great deal for our customers.

Jansen: When it comes to finding solutions and enhancing existing infrastructures, we are a trustworthy partner to industry. This commitment is rewarded by our customers in the form of long-standing cooperation over a number of years. We work on an equal footing with our partners and want to supply our customers with the right solutions by taking a global view of developments and requirements. This is assured by our comprehensive portfolio and our motivated and committed international team.

Thanks to our excellent relationship with Zebra we are also in a position to realise

time-critical and more complex projects. Since international corporations are also among our customers, we can rely on the global presence of Zebra. The personal and individual support in conjunction with Zebra is especially important to me. It allows us to react quickly to developments.

FACTS office: *Mr Johannesson, how much do you appreciate the collaboration with PFB?*

Johannesson: PFB knows and understands our core industries extremely well and also knows the predominant needs within the various companies. The experts at PFB share this knowledge with us, generating a common approach when it comes to developing innovative solutions. PFB always responds to the customers' requirements with fresh solutions and helps them to move forward in matters relating to digitalisation – also

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VP Sales DACH at Zebra Technologies



on the basis of their existing infrastructure. Commitment of this kind is absolutely essential to the success of our global business model.

FACTS office: *Mr Jansen, what is the situation with regard to the continuing development of PFB?*

Jansen: Over the past 25 years, PFB has worked hard to achieve a leading position as a supplier of Auto-ID solutions for logistics processes in retail and industry. My aim is to continue to develop our company over the coming years and position ourselves on the market as an internationally successful company by being a competent, reliable and trustworthy partner to our customers and suppliers and conducting our business sustainably with an eye on the long-term picture.

FACTS office: *And how is Zebra currently positioned to be able to react to future demands?*

Johannesson: With our experience and our innovative solutions, we see ourselves as an important trailblazer for the digital transformation. Here we have already achieved a highly promising position on the market, but we will of course continue to work on it. Our customers are on a journey where data plays a key role. On this journey, we not only want to supply them with the best possible equipment for data acquisition, but also be on hand to offer them our continued support. Besides acquiring the data, another field involves analysing it before converting the findings into actions. We are thinking and working in this direction.

Anna Köster ■

‘Together with manufacturers like Zebra Technologies, we are permanently working on creating access to markets for our customers.’

BERT JANSEN, Managing Director at
PFB Printing for Business GmbH

