

Capi strengthens collaboration with Harman International

By **Hibah Noor** on March, 7 2017 | Technology





Travel retail electronics specialist Capi has intensified its collaboration with Harman International, owner of the JBL, Harman Kardon and AKG brands.

In 2017, the two companies will increasingly focus on their joint sustainable business model in airports and on cruise/ferry lines.

Capi's focused portfolio includes three Harman brands ranging from the trendy, fashionable and colorful JBL products, the premium Harman Kardon products aimed at business travelers, to the exclusive, high quality AKG range.

These brands have become important at Capi and in the travel retail market, the company said. This growth has been achieved by the exciting shopping experience Capi aims to create, along with the promotions and training it provides together with Harman.

A recent successful promotion was an airport exclusive gift box which Capi and Harman co-created. The box contains the Harman Kardon Esquire Mini and a free travel case. Other examples include AKG's award-winning noise-canceling headphone and JBL in-store promotions.

The companies will also focus on the Capi Global division for B2B customers active on airports and cruise/ferry lines. Capi offers these customers tailor-made and profitable retail solutions for consumer electronics.

Besides the focused assortment available in Capi stores, Harman will present an additional B2B assortment for Capi Global, complemented by training, unique propositions and promotions.

Carsten Olesen, EMEA General Manager & Vice President of Harman Lifestyle Division, said: “We are excited about our partnership with Capi and we are looking forward to grow even further together on a worldwide basis. We aspire to intensively work together to focus on the best innovations and to increase our position in the international market. We have created clear plans and arrangements to achieve this. One way to do so is by selecting special promotions especially created for Capi.”

Peter Wiggers, Managing Director of Royal Capi-Lux, added: “We are eager to continuing our successful collaboration with Harman International in 2017. Capi’s trendsetting, inspiring shopping environment forms a perfect match with Harman International’s innovative high quality products.”