Stadium is Sweden’s largest sports chain with more than 110 stores in Sweden, Denmark & Finland.

“At Stadium we serve a number of customers throughout the day. Therefore it’s important with a scanning solution that works – and the solution from Delfi certainly does.”

Carina Stolt
Project Manager, Stadium AB

The creators behind Spiralen Sport, Ulf & Bo Eklöf obtained the idea in 1987 for the sports chain Stadium. They acquired the idea after a holiday to the OL in Los Angeles where the gigantic arena Colosseum’s running tracks played a part in laying the foundations for a new store arena for sport and leisure. The running tracks led the customers around the stores in a new and natural way. At Stadium they counted on the new store concept to make profit in a period of 3 years, but the goal was carried out already the first year. The Stadium idea grew and several stores opened across the country.

Today Stadium unites sport and experiences with the chain’s inspirational store concept. The holding company Ikano SA owns 25% of the Swedish owned Stadium chain, while the remaining 75% is still owned by the founders, Ulf & Bo Eklöf.

Effective scanning solution from Delfi

In the chaotic weekday with numerous customers and Stadium’s large sale of sports equipment, there is a need for an effective solution for scanning of the many item numbers that daily pass through the store check-out. Therefore has Stadium from the very beginning been searching for a scanner solution that fits into the chain’s point-of-sale environment. The solution must be flexible and provide the opportunity for the use of both presentation- and handheld scanners with extra long USB cables.

Stadium started the evaluation of different scanners in November 2005. The competition was between an IBM POS-system and the solution from Delfi Technologies A/S in cooperation with Dell AB. After having tried and tested the scanners the choice fell upon Delfi’s solution consisting of DelfiScan C80 scanners with an extra long 3.7 meter custom USB cable for daily scanning of all kinds of sports equipment that passes through the check-out. Stadium has chosen to base their scanning solution on USB communication, this provides a flexible and very practical platform.

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The final choice fell on Delfi because the solution matched Stadium’s needs for a flexible presentation- and handheld scanner solution. In 2006 Delfi received the first order, which was launched for Stadium in cooperation with Dell AB. Since then the IBM-systems in all 110 stores have been replaced with the solution from Delfi and Dell AB. Today Stadium has an effective and well functional scanner solution which interlocks ideally into the sports chain point-of-sale environment.

Manageable advantages

The solution with the DelfiScan C80 scanner has given Stadium some obvious advantages:

√ High efficiency scanners
√ Effective and quick serve of customers; provides a good customer service
√ Flexible use; both presentation and handheld function
√ Custom USB cable; makes the solution more flexible