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Citizen expands mid-range barcode printer line with additional models in the CL- S700 product family!

Citizen's CL-E720 mid-range barcode printer (launched in February of 2015) extended an already impressive line of high quality, durable and extremely functional products in the mid-range printing category. Fitting nicely in the value price category beneath Citizen's own CL-S700 product line, the CL- E720 provides great functionality with clear value benefits.

Citizen is pleased to announce the release of several key additions to the CL-E700 series of mid-range barcode products, the CL-E730 and the CL-E720DT.

Adding the ability to print in high **300DPI PRINT RESOLUTION**, the CL-E730 is for those applications which require high resolution graphic or barcode printing providing even more value in the mid-range category. The further addition of the new CL-E720DT provides the simple to use and value based **DIRECT THERMAL** only printing capability for further cost streamlining, where no ribbon is needed or required.

"Adding the 300 DPI model and a version of product with only a direct thermal print mechanism are more ways that Citizen Systems America is looking to offer value and product choices to our customers." said *Kate Orara*, Manager of Marketing for Citizen Systems America. "Providing more of what you need at the end-user level with the robust quality of our products is always our goal" she would continue.

The CL-E730 and CL-E720DT are available for ordering on 12-1-15 through certified Citizen Systems America distribution partners.

Thank you,

Robin Pierce
Senior Director of Inside Sales
Citizen Systems America