

PRESS RELEASE**Date: 19/10/15****Ref: CSE465***Written & issued by 4CM.**Telephone: +44 (0)1908 533253**Email: info@4cm.co.uk*

Citizen Systems meets market demand with next generation four inch label printer series

Citizen Systems Europe, the leading manufacturer of high quality printers for businesses, has launched two new label printers to complete its CL-E700 series of high performance four inch tabletop label printers. The Citizen Label Printer CL-E700 series meets a demand in the market for excellent print definition quality with low initial investment and running costs. The label printer series is a robust, cost effective alternative to existing marketing offerings and is ideal for businesses operating in logistics, pharmaceuticals and warehousing.

The Citizen Label Printer CL-E700 series features three label printers, including the CL-E720, CL-E720DT and CL-E730. Each label printer is built using high quality parts, ensuring reliable long term performance and reduced service and maintenance costs. In addition, cost of ownership is reduced still further due to the impressive energy efficiency of each label printer. Customers can benefit from lower energy usage thanks to an Energy Star® compliant power supply and super-low standby power consumption, making the Citizen Label Printer CL-E700 series one of the most energy efficient label printer ranges on the market.

When only Direct Thermal printing is required, users need look no further than the label printer CL-E720DT. Where print speed is vital, the CL-E720 is essential, delivering high quality prints quickly. When sharp, detailed prints are required, the CL-E730 is the ideal choice, offering both Direct Thermal and Thermal Transfer printing methods at 300 DPI. High

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quality is guaranteed with every print as Citizen's ARCP™ ribbon control mechanism ensures precise imaging on specialist materials. Changing media is also quick, easy and safe for users thanks to the inclusion of an Easylift media holder in each label printer.

In many businesses storage space for label printers is in short supply, which is why the Citizen Label Printer CL-E700 series has been designed with a Hi-Open™ metal case that minimises space requirement. In addition, each label printer in the series has been developed with ease of use in mind. The label printers feature a simple to use control panel and on-board LAN and USB connections. The whole series also comes with access to the Citizen LinkServer™, enabling easy operation and management of the label printer remotely.

“Following the successful launch of the Citizen Label Printer CL-E720 earlier in the year, the launch of the CL-E720DT and CL-E730 label printers complete the Citizen Label Printer CL-E700 series, with careful consideration given to design to ensure that each label printer meets the needs of a variety of applications,” explains Jörk Schüßler, European Marketing Manager at Citizen Systems. “The CL-E700 series is designed to not only deliver the print quality, usability and reliability that users require and expect from a Citizen printer, but to also provide additional benefits that reduce the total cost of ownership.”

More information on the Citizen Label Printer CL-E700 series is available on the [Citizen Systems Europe website](#).

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Citizen Systems Europe

Citizen Systems Europe operates from locations throughout Europe covering the EMEA region. It offers a wide range of printers for industrial, retail, healthcare and mobile applications specialising in label, barcode, portable and point-of-sale printers. In each case, the company's products are sold and supported by a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen group of companies, a global organisation that manufactures products ranging from its world-famous Eco-Drive watches, calculators, mini-printers and industrial printing systems to machine tools, quartz oscillators, LEDs and other electronic components.

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