

CASE STUDY | Citizen printers make labelling quick and simple for children's labelling franchise



Citizen Systems Europe, the leading manufacturer of POS, label and portable printers, has helped Astro Labels, based just outside Johannesburg, South Africa, to develop a successful business that produces personalised labels for children's belongings. Originally supplying Citizen label printers to the business market, the niche market for Astro Labels' personalised labels has grown rapidly in recent years.

Driven by the need for parents to label children's belongings and clothing, **Astro Labels** initially set up an in-house bureau printing service for the specialist labels required for these items in a range of label sizes and formats. The most common applications range from small-sized adhesive labels for items like pens and rulers, larger labels for books and files, and specialist circular labels for shoes, which also double as bag tags by laminating in a key ring.

In addition, washing machine and tumble dryer safe sew-on labels and iron-on tags for clothing are produced using a flexible polysatin material providing durability and softness. As the popularity of the tags grew and word spread of how effective they were at avoiding costly losses for parents, **Astro Labels** realised the best way to expand operations was to appoint agents supporting local companies to produce personalised labels.

This business concept allows parents to set up cost-effective 'home industries', while at the same time supporting their local schools. **Astro Labels** now has a network of some **20 local agents** throughout South Africa, who all use Citizen **CLP 621** label printers to quickly and efficiently produce labels in various sizes.

Other printer types do not feature the easy-open **Hi-Lift™ mechanism** of the Citizen printers which makes media changing so simple. Waage mentioned, "It means I get very few phone calls about media problems from my agents, which is great for me and even better for their productivity".

The labelling system has now also been extended to produce a customised 'sticker reward scheme' ranging from the more common gold stars to good behaviour, highest score and other such positive encouragement stickers. It has been shown that children respond very well to such schemes and work actively towards accumulating simple but effective reward sticker collections.

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Joanne Waage, Managing Director of Astro Labels explained:

"Although we had been using and supplying the Citizen label printers for many years, the printer's extremely easy-to-load media feature is a key element in this project, as media types must be changed over regularly."



Additionally, many of the agents take the opportunity to offer customised satin and florists ribbons printed using the same technologies. These ribbons are ideal for weddings, birthdays, corporate events and personalised gift wrapping. The design of the Citizen CLP 621 label printer lends itself especially well to printing on narrow-width media.

Featuring printer:

CITIZEN CLP 621



Industrial desktop label printer:

- compact size,
- easy to use and maintain,
- ideal for shelf and box labels,
- reliable and durable.

About Citizen Systems Europe

Citizen Systems Europe operates from London, UK and Esslingen, Germany covering Europe, Middle East and Africa. Citizen offers a broad range of thermal label & barcode printers, portable and dot matrix printers, mini and POS printers. Via a network of specialized partners, these are sold into markets as diverse as industrial, retail, healthcare and mobile applications.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen Watch Company of Japan. The globally operating group produces its world-famous eco drive watches and mini printers, industrial print systems and machine tools, crystal oscillators, LEDs and other electronic components.



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