

CASE STUDY | Jewellery tags printed simply and quickly with Citizen printer



Tetra Infotech, the leading label solutions provider based in Dubai, is offering its customers in the jewellery outlet industry a fast and effective method of labelling and stock control using the latest thermal printing technology from Citizen Systems Europe, the leading manufacturer of POS, label and portable printers. The solution, which incorporates Citizen's CLP 621 printer and dedicated software application on a PC, is enabling customers to print detailed product information on to miniature labels with precision and speed, resulting in efficient processes and improved service levels.

Tetra Infotech was established in 1999 with the motto, "service is the difference", and through a professional approach with high technical expertise combined with competitive pricing and fast delivery times, it has positioned itself as a dependable source of the latest labelling solutions and a leading player in the UAE market in a short period of

time. The company is now the exclusive partner for the entire range of Citizen products in the Middle East Region, supplying their range of POS, label and portable printers including consumables and accessories.

When looking for a specific labelling solution for jewellery stores across the Middle East, **Tetra Infotech** worked closely with Citizen to find a solution that was tailored to its customers' needs.

Due to their close relationship with **Tetra Infotech**, Citizen offered a bespoke solution in the form of its **CLP 621** thermal printer with Tetra providing the software to drive the printer. This set up enables specially designed jewellery labels to be printed with information such as item references, weight and even a barcode if required.

A dedicated **external keyboard solution** is also being provided for those customers who do not want to connect to a PC. The **CLP 621** with keyboard offers instant start-up and the ability to produce the printed labels onsite, as they are required. The keyboard is easier-to-use for those users who are less familiar with a PC requiring no computer skills to operate the system. Specially designed to handle unusually shaped, small media, the printer delivers repeatable and accurate results every time, whether it is printing one label or a batch of one hundred.

The compact design and small footprint of the printer makes it ideal for use in stores, with its **Hi-Lift mechanism** ensuring that the machine's lid can be opened to change media and ribbons without requiring additional space around the printer. In addition, the printhead on the **CLP 621** can be raised vertically, allowing quick and easy cleaning, servicing and ribbon loading.

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Dilavar Shah, Owner and Managing Director of Tetra Infotech, explained:

"Our jewellery store customers required a method of quickly and accurately printing labels for individual items as and when required. This had previously proved problematic for them due to the extremely small size of the labels and the amount of variable data on each tag. Additionally, the labelling system needed to offer a method of monitoring stock levels effectively for those using stock control systems."

The printer incorporates a number of **innovative features**, such as Citizen's **Active Ribbon Control and Positioning System**, which eliminates many of the problems associated with conventional label printers. This ensures **wrinkle-free printing** and superior **print quality**, resulting in minimised barcode failure

rates for maximum operational efficiency.

Abhijit Gadre, International Sales Manager at **Tetra Infotech**, believes that the Citizen solution has enabled them to offer their jewellery store customers the ideal solution to their requirements.

“The **CLP 621** printer has proven extremely successful in delivering the level of simplicity of use and efficiency that our customers were looking for, enabling them to label products quickly, easily and clearly. Furthermore, the added benefit of being able to manage stock levels using miniature barcodes has proved invaluable, enabling us to offer our customers a service that meets and exceeds their requirements. The Citizen technology has proved essential in making this possible.”



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.

For further information contact

Citizen Systems Europe GmbH
Marketing Department
Tel.: +49 (0)711/3906-400
marketing@citizen-europe.com