

## CASE STUDY | Citizen printer provides success for expanding meat trader



The Manga Trade Ltd, a specialist meat shop based in the Hungarian capital Budapest, is using the latest printing technology from Citizen Systems Europe to provide sales information and stock control, enhancing profitability margins in the process.

This expanding company is using Citizen's high performance CLP-521 printer to provide simple, fast and cost effective printing of high quality labels on its range of fine meat cures, cheeses, spices and wide variety of drinks.

Based less than a minute from the Moricz Zsigmond Square in the picturesque Hungarian capital Budapest, The Manga Trade Ltd is frequented by discerning shoppers for fine meat and select produce.

The name Manga is taken from the traditional Hungarian pig breed the Mangalica; a semi wild, slow growing animal that produces flavoursome pork, ham and sausage that are popular in many parts of Eastern Europe.

With such quality and variation across its range of specialised regional and local food produce, The Manga Trade Ltd wanted to conduct store traffic and sales processes to establish a pattern of the most successful lines as well as improve the efficiency and reduce the risk of produce going to waste.

Local Citizen-authorized retailer **The Barcode Centre Ltd** was on hand to provide the necessary expertise required for the store and configure a cost-effective barcode printer that met their needs. The Citizen **CLP-521** thermal printer has a proven track record in retail applications and is able to produce high quality product and shelf labels for traditional produce using the latest print technology.

The Citizen CLP-521 printer allows staff to print a barcode label quickly, at up to **6 inches per second**, and in **high definition**, thanks to the printer's simple set-up-and-use design. The printer's **Hi-Lift™** mechanism, which opens to one side to provide users with unobstructed access to the printer's internal mechanisms, also reduces the time needed to load media to just a few seconds, minimising downtime to an absolute minimum for maximum productivity.

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***Veégh Attila**, Co-owner of The Manga Trade Ltd, remarked:*

*"Generally, our suppliers are the primary producers, producing relatively small batch quantities, so we have a high number of suppliers to satisfy the demands of our customers. In the past, this created time consuming stock evaluation procedures to ensure we had sufficient produce in store of our most popular items to meet customer expectations. We knew we had to find a solution to this problem and hearing positive reviews about the capabilities of Citizen bar code printers and the widely available technical backup gave us sufficient evidence to opt for this system."*

Veégh Attila adds also, “Since the introduction of the barcode technology we have been able successfully to monitor sales activity and stock levels more accurately and quickly with the **minimum amount of training**. In addition, with the on-going support from **The Barcode Centre Ltd**, we managed to learn the new barcode system within a few days and now our staff can perform printer labelling tasks quickly with minimum difficulty.”

High quality meat produce, once only typically found at fairs or festivals, has always been popular and now, with a permanent location where sales transactions can be conducted quickly and efficiently, customers can regularly get the range of produce they are looking for.

**The success of the store, its produce and barcode system supplied by Citizen is leading The Manga Trade Ltd to fulfil ambitions of expansion with a network of stores and suppliers.**

## Featuring printer:

### CITIZEN CLP 521



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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