

CASE STUDY | Citizen Systems Europe and C-Log, partners in the search for optimised solutions

CITIZEN
Micro HumanTech



Logistics equipment is essential in the performance of their logistics services and the company attaches great importance to its choice of partners. The labelling of packages to be shipped is an integral part of the order preparation process, and printing must be flawless, reliable and of quality to avoid mistakes and to not waste time.

At the Cambrai site, C-Log chose Citizen System Europe and has selected the **CL-S700R** printer. CL-S700R printers are intended for editing shipping labels for in-store distribution of the brand Morgan. This represents a volume of approximately 5 million pieces shipped per year to 271 stores in Europe and Asia.

Jean-Francois Gentile, logistics engineering manager at C-Log says: "Choosing the right printer was not easy given the numerous constraints. We had to find a printer that was compatible with the C-Log information system and warehouse management software."

He goes on to say, "The multilingual option was also an essential criterion due to the distribution specificity of Morgan. In fact, over 40% of all POS are located abroad. Finally, another major advantage is the space gained at the workstation thanks to its small footprint."

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C-Log is always seeking the best equipment, and has opted for Citizen printers for editing shipping labels for the brand Morgan.

C-Log is a specialist in multi-channel distribution, BtoB, and E-Commerce, and offers logistics solutions tailored to personal equipment brands (ready-to-wear, beauty, footwear, leather goods, sports, accessories etc.). Recognised brands in their respective markets trust C-Log: Eden Park, Groupe Pronuptia, French Place, Britanie, Rugby Division, Les Garçons Paris, as well as the six brands of the Group Beaumanoir.

C-Log now has five logistics platforms, which represents approximately **80,000 m²** of warehouse space and **60 million units shipped** in 2011. The different sites are equipped with the most modern and reliable means in terms of machines and information systems.

"The dual emulation Datamax/ Zebra of the CL-S700R printer was decisive in our choice. This dual emulation has facilitated the implementation of the printers and their rapid integration into our computer systems."

*explains **Jean-Francois Gentile**, logistics engineering manager at C-Log.*



CL-S700 models are designed for ease of use - even in environments where space is limited. This avoids having to moving the printer to load media or switch access. The most common operations are accessible from the front of the printer. Paper or even tape can be loaded extremely fast.

The printers are specially designed for use in industrial environments, and are equipped with solid metal housings. The **CL-S700R** can print up to **250mm per second**, giving a clear, and clean paper path, which increases its efficiency and output in all kinds of applications. Because of its many innovative characteristics, it only takes ten seconds to change the media. The time required for changing the support and ribbons is up to ten times faster than comparable printers on the market.

Featuring printer:

CITIZEN CL-S700R



Powerful and robust industrial printer:

- equipped with an internal rewinder that greatly facilitates the printing of labels,
- easy operation and maintenance,
- maximum productivity and minimal downtime.

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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For further information contact

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