



“When the distribution centre opened in 2016, it had 50 stations to sort the packages. Each of these was supplied with a Citizen printer and this has increased as the number of stations has grown. The inclusion of the printers has improved efficiency significantly”.

Ofir Aviv, Manager Barcode Solutions and Data Collection at Adisma 2000 Ltd

Citizen's label printers speed up deliveries for Israel Post

Robust, reliable and fast printers from Citizen Systems have helped Israel's postal service cope with a huge increase in packages – driven by the increase in e-commerce.

The convenience of online shopping allows consumers to order goods in an instant. However, one hidden consequence is that it puts a huge strain on postal services. To overcome this Israel Post, the country's national postal service, chose Citizen printers to help them handle an increased volume in packages. Citizen's CL-S621 printers were chosen as they are cost-effective, fast and compact enough to fit in each sorting station.

The Israel Post sorting and distribution centre in Modia'in, near Tel Aviv, receives around 150,000 small parcels each day – most of them from online orders. These are then sorted in three shifts, 24 hours a day, five days a week. This equates to over 500 tonnes of packages per month.

Once the packages have been sorted, they need to be distributed efficiently to 500 separate postal districts across the country. To meet this challenge, Israel Post uses Citizen System's high performance printers for process automation and the creation of a barcode label, to attach to each parcel. Each of these barcode labels contains all the data to help Israel Post distribute the package correctly: including the correct delivery truck, local post office and the final delivery address. The entire process is automated by easy label production, making it quick, reliable and efficient.

Israel Post chose Citizen's CL-S621 model due to its reliability, cost-effectiveness and compact size. This model suited Israel Post perfectly, because it fell within the budget and was compact enough for each sorting station.

Who is our Customer?



The Israeli Postal Company, known as Israel Post, provides the entire state of Israel with a wide range of postal, banking and Internet services for both the general public and businesses.



CL-S621

The CL-S621 is a precision engineered, fast and easy-to-use unit that includes all the capabilities of the CL-S521 plus the option to print in both direct thermal and thermal transfer modes. The printer also features Citizen's Hi-Lift™ metal mechanism and the innovative ARCP™ anti-wrinkle and automatic tensioning system.

Aviv explains: “The main benefit of using the Citizen printer is its added efficiency and reliability: replacing the printing ribbon and label roll is quick and easy. Since they were installed there have been no printer breakdowns or malfunctions”.

The CL-S621 is a fast and easy-to-use unit, which incorporates Citizen's Hi-Lift™ metal mechanism and ensures all labels are clearly readable, due to Citizen's innovative ARCP™ anti-wrinkle and automatic tensioning system. There is also a peeler option, which prints each label and automatically separates it from the backing roll, saving workers doing the job themselves, and therefore speeding up the process.

To reduce the chance of mislabelling, only one barcode label can be printed at a time: the printer cannot produce a new label until the current one has been removed. The printer works in both direct thermal and thermal transfer modes, and uses Citizen's ARCP anti-wrinkle and automatic tensioning system to ensure clear, high quality printing. It holds rolls up to 5 inches (127mm) and ribbons up to 360m.

Jörk Schüßler, Marketing Director EMEA for Citizen Systems Europe, added: “In their own way, Citizen printers are playing their part in helping Israel Post to realise this goal. It's critical Israel Post has the right printers for its operations, and that's exactly what we've delivered.”

About Citizen Systems Europe

Citizen Systems Europe is a wholly owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.



Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.



The precision-engineered CL-S621 printers are also compact so they take up only minimal space in the busy processing area, yet they are robust enough to cope with the challenge of high volume workloads over a long service life. Equally, the units feature ARCP™ ribbon control technology to guarantee clear prints and eliminate the risk of unreadable labels and barcodes.

Who is our Distributor?



Adisma 2000 Ltd is a leading Israeli supplier of label printing and bar code scanning solutions. The company works with major global brands, has over 30 years of experience and a reputation for exceptional quality and customer service.

To learn more about Citizen's range of printing solutions, contact the Citizen marketing team or visit the company website.

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