

PRESS RELEASE**Date: 20/10/15****Ref: CSE454**

*Written & issued by 4CM.
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New Citizen Program makes choosing label printer consumables easier than ever

Citizen Systems Europe, the leading manufacturer of high quality POS, label, mobile and photo printers, has launched Citizen Consumables, a program that makes choosing the perfect printer media consumables easier than ever. Resellers and distributors can now order media packs – that automatically deliver the number of ribbons required to print a set number of labels – from a single, trusted source and at attractive and competitive prices.

The Citizen Consumables Program offers more printing solutions than any other service on the market, allowing resellers and distributors to effortlessly choose between more than 50 Citizen label and ribbon packs and purchase them 24/7 via an easy to use online platform – www.citizen-consumables.com. The printer media packs are optimised so that resellers and distributors only need to know what type of labels they need and how many are required when placing an order – the labels are delivered with the ideal number of ribbons required to print, minimising waste for end users. The media packs are delivered safely and free of postage and packaging fees, whilst resellers and distributors may also opt for drop shipping – whereby media packs are delivered direct to customers, again free of postage and packaging fees.

In addition, the Citizen Consumables Program, which is currently available in all EU countries and is coming to EMEA regions soon, is supported by professional label design and printing software BarTender® and NiceLabel. Both BarTender® and NiceLabel software now list the

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label format information that is required to order the right type of Citizen labels for use with either software option – which makes choosing and ordering the correct labels even easier and quicker for users.

Consumables from Citizen are thoroughly tested and optimised to provide the best outcome from Citizen printers. This not only ensures printers deliver exceptional performance on a consistent basis, but it guarantees a longer life for the printer, boosting cost-efficiency and reliability to bring greater peace of mind to users. Citizen media are specifically designed for use in logistics and warehousing, industrial sectors including food and chemical production, laboratory, electronics, and gardening.

The Citizen Consumables online purchasing platform has been designed for easy sign up and navigation, so resellers can join the program quickly and begin using the platform immediately, without the requirement for special training. Once ordered, printer media packs are delivered on time and in robust packaging.

Commenting on the Citizen Consumables platform, Morihito Suzuki, Managing Director at Citizen, said: “This program represents our quest to provide not only the best printing technology but also associated services to our customers and partners. The Citizen brand has long been synonymous with high quality and superior customer experience. This is further enhanced thanks to the Citizen Consumables Program, which makes a huge range of printer media available for order at any time.”

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To sign up for the Citizen Consumables Program, please visit www.citizen-consumables.com.

Citizen Systems Europe

Citizen Systems Europe operates from locations throughout Europe covering the EMEA region. It offers a wide range of printers for industrial, retail, healthcare and mobile applications specialising in label, barcode, portable and point-of-sale printers. In each case, the company's products are sold and supported by a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen group of companies, a global organisation that manufactures products ranging from its world-famous Eco-Drive watches, calculators, mini-printers and industrial printing systems to machine tools, quartz oscillators, LEDs and other electronic components.

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