

CASE STUDY | Citizen printers enhance productivity at City Link



Citizen Systems Europe, the leading manufacturer of high quality label, POS and portable printers, has supplied its latest technology to City Link, enabling the express delivery company to produce address labels faster and with increased accuracy. As a result, City Link has been able to achieve significant improvements in efficiency and productivity.

City Link is the UK's premium express delivery company and prides itself on delivering market leading service levels combined with the highest standard of customer care. The company provides guaranteed next day and timed delivery services across the UK, Ireland and worldwide, requiring the most innovative processes and the best technology to ensure packages are handled as quickly and efficiently as possible.

A major element of City Link's ability to offer this level of service is the facility to print clearly legible address labels for parcels quickly and simply. With so many parcels being handled every day, the reliability of its printers is essential to optimising the company's uptime and productivity.

Tony Frost, IT Director at City Link, explained, "The printers we were using before we installed the Citizen machines were unable to offer us the levels of accuracy and reliability that we require in such a time critical environment. We needed a solution that would allow us to **eliminate the downtime** caused by printer errors, and enable us to meet the needs of our customers more effectively. We approached IT specialist **Newbury Data**, who, after working closely with us to ensure they understood our requirements, offered us the **CLP 521** machines from Citizen."

The **CLP 521** is complete with standard **connectivity** to parallel, serial and USB ports, and provides **internal networking** options, which allow the printer to be connected to various types of computer systems. Capable of printing speeds of **up to 4 inches per second**, the CLP 521 enables **large volumes of labels** to be produced quickly, keeping City Link's processes running smoothly.

Tony Frost is sure that City Link were right to choose Citizen, "We've noticed a real improvement in the efficiency of our processes since installing the Citizen printers. The machines are **much easier to use** than our previous printers, **speeding things up** considerably and preventing our employees having to waste time trying to solve problems such as media jams and broken printers. We're extremely proud of our reputation for speed and efficiency, and the new Citizen printers are helping us to **improve the quality of service** we provide still further."

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Jamie Tilley, Director of Sales at Newbury Data has worked with Citizen for many years and knows the range well.

"Citizen's latest CLP 521 label printers are ideal for City Link as they are extremely simple to set up and use, streamlining processes and maximising productivity. The printers feature an easy to load clamshell mechanism and metal high-lift printhead, minimising the problems associated with conventional label printers, such as media jamming and poorly accessible media."



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.

About City Link

City Link is the UK's leading Premium Express Delivery Company providing high quality, flexible and innovative courier services across the UK, Ireland and Worldwide handling approximately 350,000 parcels each day.



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