

CASE STUDY | Reduced downtime and increased efficiency for postal service with Citizen's latest printers

CITIZEN
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Geopost, the express parcel delivery service, has significantly improved the efficiency of its label printing facilities with the latest high-performance printers from Citizen Systems Europe, the leading manufacturer of high quality label, POS and portable printers. The latest CLP 521 and CLP 7201e printers are enabling Geopost to increase productivity by producing address labels at a faster and more consistent rate, with greater accuracy than was previously possible.

Geopost specialises in express parcel deliveries and international shipments, with next day delivery track and trace facilities. As the second largest postal company in Europe, Geopost is responsible for providing customers with a reliable and efficient service, twenty-four hours a day, seven days a week.

The company offers a comprehensive range of time-critical value for money services for parcels, documents and freight.

A crucial element of Geopost's success is the ability to print legible address labels for use on parcels and packages quickly and simply. Additionally, reliability is essential, particularly when the labelling of post can determine the overall efficiency and effectiveness of the delivery service.

Geopost approached IT experts, Newbury Data, which offered an integrated solution with Citizen's latest CLP 521 and CLP 720e printers.

The latest Citizen CLP 521 and CLP 7201e label printers offered Geopost the exceptional reliability and flexibility that was required, while reducing downtime and increasing productivity considerably. Simple to set up and use, both printers feature an easy to load clamshell mechanism and metal high-lift printhead, minimising the risk of problems such as media jamming during high speed operation, while enabling quick cartridge exchange. Complete with standard connectivity to parallel, serial and USB ports, the cost-effective printers provide internal networking options, which allowed connection to various types of computer systems.

The compact desktop CLP 521 can reach high printing speeds of up to 4 inches per second, while the robust CLP 7201e features an active ribbon and control (ARCP) mechanism, which ensured wrinkle-free printing and accurate print positioning at optimum speeds of 7 inches per second, enabling Geopost to print labels faster and with greater accuracy.

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Dave Brennan, Infrastructure Manager at Geopost, explained the situation that the company was faced with before the latest printing technology was specified:

"Although previous systems enabled us to print parcel labels, our conventional printers would pause if an error was detected, with the problem often going unnoticed for long periods of time. In worst cases, we were unaware of any faults, resulting in costly downtime and production inefficiency. We therefore needed a new printing solution, which offered a higher level of service."

The latest Citizen printers that were supplied to **Geopost** were configured by **Newbury Data** to function with specified firmware that allows automatic self-diagnostic checks of the printer heads to be carried out, even during continuous operation. Furthermore, an error label is instantly printed to alert **Geopost** when there is a problem, and an email is sent to the IT support team via the **Ethernet connection**. The result is a significant reduction in costly downtime leading to a considerable **improvement in productivity and efficiency**.

Dave Brennan commented, "We can rely on the new printers to print the details that we need extremely efficiently and accurately, and we need not worry about potentially overlooking system errors. The Firmware-configured printers have considerably enhanced the performance of our international express delivery service."



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Featuring printers:

CITIZEN CLP 521



The ideal printer for retail:

- fastest in its class (300mm/s),
- easy operation and maintenance,
- maximum uptime,
- easy to adapt in retail environment.

CITIZEN CLP 7201e



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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