

## CASE STUDY | PROCOM relies on simple to use receipt printers from Citizen

**CITIZEN**  
Micro HumanTech



PROCOM Computer-Vertriebs GmbH is a system vendor founded in 1984 that manufactures and distributes networked PC cash register systems and develops high-performance cash register and merchandise management programmes, with a main focus on restaurant chains. The company employs a staff of nine, has its headquarters in Darmstadt, Germany, and provides customers all over Germany with a wide variety of other IT services, including full service support. PROCOM also develops software for customer-specific database applications, merchandise management, warehouse management and MIS (Management Information Systems), in addition to providing delivery, installation and administration of both the system-related and standard hardware and software.

When the company decided back in 1993 to focus more closely on the area of cash register systems for restaurant chains, finding the right receipt printer became an important objective.

### Convinced by the compact design

PROCOM chose to use receipt printers from Citizen Systems Europe, as they featured an integrated AC adapter that best suited their service approach.

“Our service is set up in such a way that if a customer calls us by no later than 5pm to tell us that a hardware component needs to be replaced, we will arrange for a replacement printer to be sent to any location in Germany the very next morning, and it will arrive there by no later than 9.30am. To achieve this, we have our own large pool of printers that enables us to provide replacement printers on a temporary basis. These are delivered by courier and put into operation by the customers themselves. Here, of course, it is very important that the employees who work the cash register are able to replace them easily; in other words, without creating cable spaghetti and losing track of the plugs and switches,” Kiffe explained.

He added, “Citizen was one of the first manufacturers to integrate an AC adapter into the shell of the printer. This means that all one must do is insert the plug into the power outlet, without having to store an external power supply unit anywhere. In addition, we were also convinced by the price-performance ratio, ease of use, long lifespan and access to spare parts. Everything just fitted together perfectly, and still does today.”

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*“In the restaurant business, one really only needs two types of printer: **thermal printers**, because they are fast and quiet, and **dot matrix printers** for areas in which the slips are placed close to hot pans, for example,”*

*explained Dipl.-Ing. **Manfred Kiffe**, one of the two Managing Directors of PROCOM.*

*“Obviously, these printers must also be **easy to operate** and **compact**. After all, in the restaurant business there is usually not that much space.”*

## User-friendly and durable

PROCOM offers its customers two cash register systems as part of its standard programme, the two-colour thermal printer **CT-S2000** from Citizen, which prints at speeds of up to **220mm/sec**, as well as the **CD-S500** dot matrix printer from Citizen, which is capable of printing two to three layer receipts in either colour or black and white. The **CT-S2000** offers a variety of modern printing features, including the **Spill-Shield™** cover that prevents moisture or foreign objects affecting the printing unit, as well as **Quick-Clear™** technology for eliminating paper jams near the blade of the auto cutter.

Today, these printers are being used in well-known chain restaurants, such as **Pizza Hut**, **Karstadt**, and the restaurant inside the **KaDeWe** shopping centre in Berlin.

**Kiffe** concludes, "Both we and our customers are very happy with these printers, because the **costs remain low** over the entire lifespan of the machines, from the time of the initial investment to the maintenance. They really **perform well** with respect to how **durable** they are and their **long life expectancy**. And, if one of the printers or a part needs to be replaced, it is so easy to do that it is a minimal burden to employees, resulting in hardly any downtime whatsoever."

## Featuring printers:

CITIZEN CT-S2000



The ideal printer for retail:

- fastest (220mm/s),
- Spill-Shield cover design,
- large capacity.

CITIZEN CD-S500



POS printer:

- drop-in paper loading technology,
- cost-effective,
- compact and versatile design.

# 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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