

## CASE STUDY | Citizen enables the creation of fully personalised floral gifts

**CITIZEN**  
Micro HumanTech

The latest technology from Citizen Systems Europe, the leading manufacturer of high quality POS, label and portable printers, is enabling Citizen to provide florists with an innovative package called "Inspirations".

It allows them to print completely personalised messages onto ribbon banners that can be used for decorating bouquets of flowers and other gifts for any occasion including Birthdays, anniversaries, Valentine's day and Mother's Day. Perhaps most importantly, the unusual printing system provides florists with the opportunity to distinguish their merchandise from competitors and offers an alternative avenue for generating extra profit.

Comprising a Citizen **CLP 621** label printer and **external keyboard**, the Citizen Banner Printing System, which is used for **Inspirations**, is totally stand-alone and requires no computers or software to operate it. Furthermore, this unique printing system is ultra simple to use and can be easily operated by users even with no computer experience or knowledge. The quick starting and robust system is extremely compact and lightweight, meaning it can be neatly located either on or under a florist's counter.



**Inspirations** can be used by florists to print personalised messages on coloured ribbon banners from **1 to 4-inches** in width using a wide range of coloured inks, from gold and silver through to red and blue, allowing for almost any colour combination to be achieved.

By comparison with the traditional peelable and sticky letters, which had to be individually stuck onto ribbons, the new **Inspirations** system allows florists to save considerable amounts of time, while dramatically improving the overall image and quality of the banners.

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*"Results from the Inspirations machine has been very good."*

says **Mark Stothers**. He continues,

*"The fact it has such a low start up cost and is simple to use mean that florists can purchase one and begin using it almost instantly, saving them time and allowing them to offer personalised service to all customers."*



According to **Mark**, one customer who uses Inspirations told him, "In the time it took to write 'Happy Birthday' with peelable letters, I can now make a whole bouquet." Mark continues, "So the Inspiration's system gives the opportunity to **double your business**, or complete existing business twice as quickly."

Perhaps most importantly, the **Citizen Banner Printing System** has been specifically developed to ensure **low cost of ownership** with all the consumables, particularly the print heads being **competitively priced**. Citizen calculates that the cost to the florist of printing a one metre banner in red, blue, green or black will be approximately **5.8p**, whereas the cost of a one metre banner in gold or silver for approximately **6.7p**.

"This leaves scope for considerable markup while still offering extremely **good value to your customers**," says Mark. "Meaning that the Inspirations system can pay for itself very quickly."

Moreover, the design of the printers ensures that cleaning and servicing can be carried out quickly and easily with, for instance, print heads and plates being replaced in less than a minute, preventing any disruption to the day-to-day running of any florist.



## Featuring printer:

### CITIZEN CLP 621



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.

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