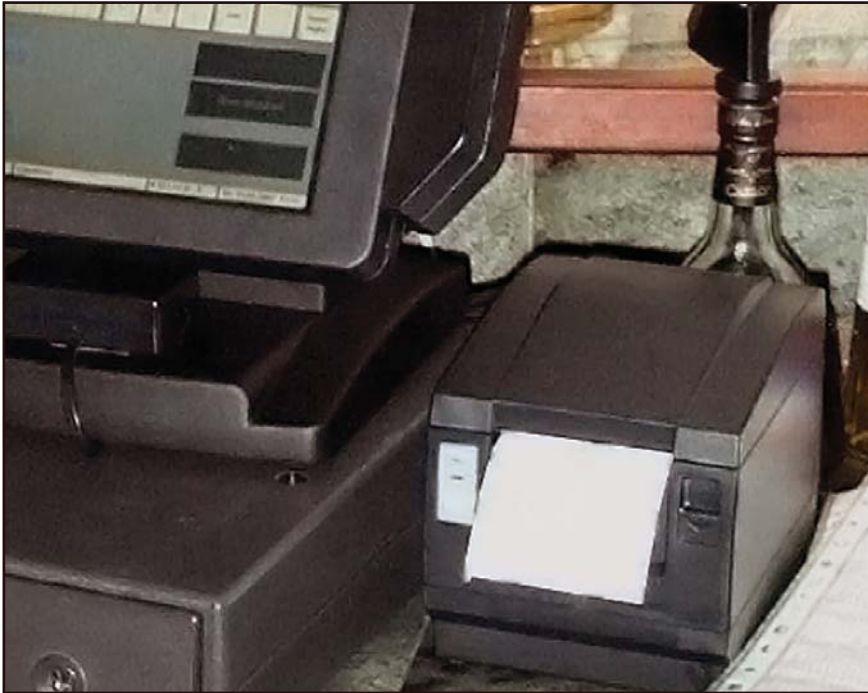
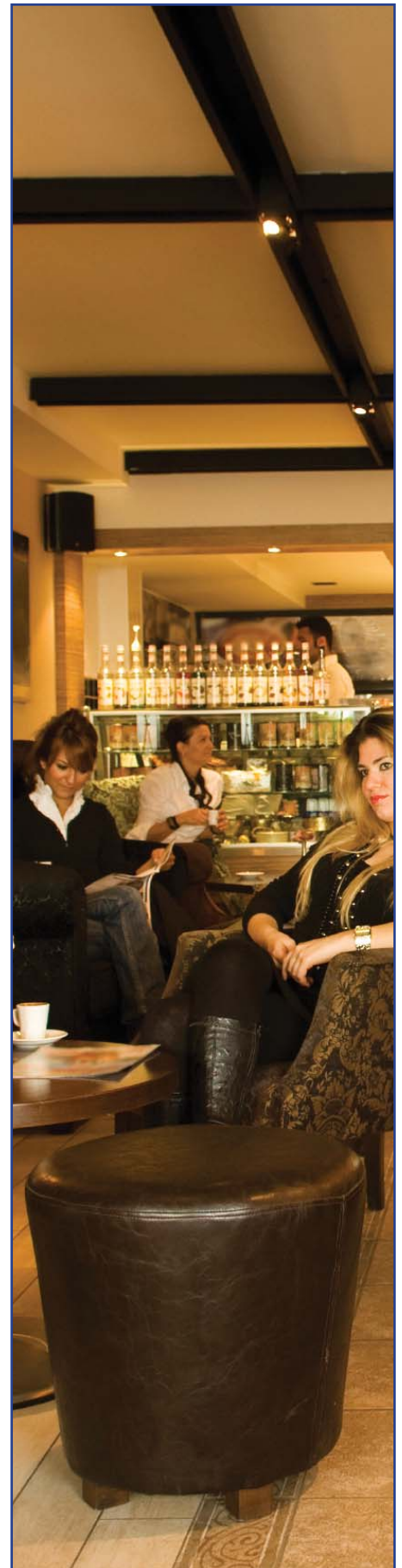


PROCOM relies on simple to use receipt printers from Citizen



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. "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."





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."



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."

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