

## **Citizen launches stylish and high performance POS printer**

Citizen Systems Europe, the leading manufacturer of high quality label, barcode, portable, POS and photo printers, has launched its latest POS offering that delivers high performance operation in a stylish new model. The CT-E351 features a unique and contemporary design that is ideal for users who value modern aesthetics and are looking for a sophisticated printer to suit stylish shops, bars and restaurants.

Measuring just 108mm high, the compact new unit has been developed in line with the revolutionary design of Citizen's CT-S251. It fits seamlessly in small spaces, is perfectly ergonomic and the top loading design means that media can be quickly and simply "dropped-in". The CT-E351 also features front exit printing at a resolution of 203 dpi for receipts, with either full or partial cutting for 2 inch or 3 inch wide paper rolls. It delivers print speeds of up to 250mm per second, allowing for faster transactions and more effective queue management.

For ultimate flexibility, the new printer offers an integral USB 2.0 interface, as well as either Serial RS-232 or Ethernet connectivity to allow users to easily connect with their local area network through their preferred means. Equally, the model, which is mPOS ready, is available in either stunning black or pure white colour variations to match with other POS systems offerings.

The development of the CT-S351 represents a major step forward for Citizen. The new printer is the first 80 mm model in the new series of POS printers designed to enable highly efficient and quality printing in environments that demand stylish, elegant and sophisticated equipment. Despite its premium build and impressive aesthetics, the CT-E351 is an entry

class printer and is therefore highly cost effective – it's the perfect supplement to the popular and similarly priced Citizen CT-S310II.

Jörk Schüßler, Marketing Director EMEA at Citizen Systems Europe, said: "This newly developed printer offers our design-conscious customers a simple yet stylish unit that has a high-end luxury feel and would suit any sophisticated POS system. It is visually appealing and compact for even the smallest of spaces but, most importantly, it does not compromise on performance, providing businesses with a cost effective, reliable and superior quality solution whatever the sector.

"POS printers have looked the same for almost 20 years, so we're pleased to offer the market a fresh new alternative that delivers both style and substance."

The CT-S351 is to be officially launched at this year's EuroShop trade fair and will be available for purchase across Europe from mid-March 2017 onwards. Visitors to the event in Dusseldorf, Germany, will have the opportunity to see and experience the new printer first-hand, in addition to Citizen's complete range for retail.

Visit the [Citizen Systems website](#) to learn more about the CT-E351 POS printer.

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#### **About Citizen Systems Europe**

Citizen Systems Europe is a wholly owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.

More information can be found on [www.citizen-systems.com](http://www.citizen-systems.com)

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