

PRESS RELEASE**Date: 08/12/15****Ref: CSE487**

*Written & issued by 4CM.
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New Citizen POS printer ticks all boxes for design, connectivity and performance

Citizen boosts sales flexibility in retail and hospitality environments with launch of new CT-S310II LAN POS printer featuring a USB interface and Ethernet connection.

Leading printing solutions provider, Citizen Systems Europe, has launched a brand new budget-friendly POS printer, which combines a stylish and compact design with LAN connectivity to enhance sales and service delivery environments. In addition to its USB interface, the high performance CT-S310II LAN is Ethernet connection enabled, allowing users to easily connect with their local area network (LAN) and operate the printer with more flexibility..

Packed full of essential features that make it ideal for use in retail and hospitality for receipt, coupon and ticket printing, the CT-S310II LAN is available in two stunning, eye catching colours: black; and the new addition of pure white This latest colour offering was created to meet growing customer demand and to complement modern sales and service environments, influenced by the designs of consumer technology brands.

The CT-S310II LAN is an upgraded version of Citizen's bestselling CT-S310II printer, providing users with 160mm per second high speed printing combined with easy paper loading and a long life print (LLP) function for extending the print head life. Both the CT-

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S310II and CT-S310II LAN are specially designed to be compact, smart and sleek – enhancing the visual appeal of points of sale and boosting the customer experience.

This latest Citizen POS printer is one of the most environmentally friendly and energy efficient Ethernet enabled POS printing solutions on the market, thanks to an innovative Paper-Save-Function, ENERGY STAR® power supply for enhanced energy consumption management, packaging made from recycled materials, and a halogen-free housing. Users can choose between a paper width of either 80mm or 56mm and benefit from tool-free maintenance.

Jörk Schüßler, European Marketing Manager at Citizen, explains: “Consumer-facing businesses require simple solutions that meet a range of complex needs - from aesthetics and usability right through to output and maintenance. The CT-S310II LAN ticks all boxes, providing businesses with a cost-effective, fast, visually appealing and environmentally friendly printing solution.”

To find out more about the new CT-S310II LAN and the existing CT-S310II contact your local Citizen distributor or visit the [Citizen Systems Europe website](#).

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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.

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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

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