

Citizen expands presence in EMEA region with new distribution partner

Citizen Systems has further strengthened its EMEA presence through a new partnership with renowned technology distributor Ingram Micro.



Citizen Systems, a leading provider of industrial printing solutions, has announced a new distribution partnership with the world's largest wholesale technology products distributor, Ingram Micro.

The new partnership, which is effective immediately, further strengthens Citizen's distribution network and allows the company to better meet the growing demand for its high quality printer ranges. For Ingram Micro, the partnership has enhanced its product portfolio and offerings, enabling it to deliver a superior selection of printing solutions to customers.

Citizen printers are widely regarded as among the most reliable, efficient and easy to use on the market, ensuring prints of unbeatable quality and a fast return on investment for users. As part of the new partnership, Ingram Micro will be responsible for distributing Citizen's entire range of point-of-sale (POS), mobile and label printers. Ingram Micro offers one account for IT, as well as Auto ID and POS products, making it a one stop shop for resellers, who will benefit from a comprehensive service of even greater efficiency than before.

With 37 years of experience and an EMEA-wide distribution network, Ingram Micro has proven to possess the channels and experience required to reach Citizen's targets market. In

recent years, as technology has developed and become easier to use, the line between specialised Auto ID and POS resellers and traditional IT resellers has blurred, which has made reaching the new combined market more challenging. Now, thanks to this new cooperation, Citizen has the capability and access to the correct channels required to meet demand in its target markets, while ensuring customers benefit from Ingram Micro's high quality service.

"Citizen Systems is committed to expanding its global sales, service and supply chain network to meet the immediate and longer-term needs of key markets. Our new partnership with Ingram Micro will play an important role in achieving this objective," explained Mark Moore, Citizen Systems Europe's Managing Director.

"Ingram Micro gives us greater access to key EMEA markets and enables us to expand our regional coverage, especially in Central Eastern Europe, which is essential as we continue to grow. We'll be aiming to reach and support more dedicated Auto ID and POS resellers, in addition to the traditional IT resellers who have began operating in the Auto ID and POS market."

Commenting on the promising new partnership, Mark Cheetham, DC/POS EMEA Director at Ingram Micro, said: "With Citizen's comprehensive range of printing solutions, they are a valuable addition to our portfolio. Leveraging our experienced, specialist AIDC and POS teams of over 170 people across EMEA, we believe we can help Citizen grow into new markets and give our partners access to high quality printers from a renown brand".

To learn more about both companies, please visit the [Citizen Systems](#) and [Ingram Micro](#) websites.

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

About Ingram Micro

Ingram Micro helps businesses *Realize the Promise of Technology™*. It delivers a full spectrum of global technology and supply chain services to businesses around the world. Deep expertise in technology solutions, mobility, cloud, and supply chain solutions enables its business partners to operate efficiently and successfully in the markets they serve. Unrivalled agility, deep market insights and the trust and dependability that come from decades of proven relationships, set Ingram Micro apart and ahead. More at www.ingrammicro.com.

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