CITIZEN

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NiceLabel are the first to sign up to the new Citizen Consul Club for ISVs.

After successfully launching their Citizen Consul Club for ISVs, Citizen Systems have already signed up one of the largest labelling software vendors in EMEA – NiceLabel. The Citizen Consul Club for ISVs is an extension of Citizen's already existing and successful Citizen Consul Club. However where this programme differs is: it is exclusively for ISVs (independent software vendors), offers a range of attractive benefits and opens the door to further business potential by widening the partner network and introducing ISVs to Citizen resellers.

Citizen Systems and NiceLabel already have an established business partnership as strategic alliance partners; therefore reinforcing their relationship through the new ISV programme was an easy decision for both parties. By combining Citizen's hardware with NiceLabel's software - a simple, convenient and fast label printing solution is created. The idea behind the all-in-one solution is to ensure end users have one unified package that can print a variety of label types on a variety of Citizen printers, therefore, eliminating the need for multiple software packages and multi-branded printers.

[NiceLabel](#) helps companies of all sizes improve the quality, speed and efficiency of their labeling, while reducing cost. With the help of their label management systems, organizations are able to digitally transform their entire labeling process, from design to printing to label management. The result is a leaner, more agile operation that enables companies to respond more quickly to changing market conditions and requirements, get products to market faster and compete more effectively in the sectors where they do business.

NiceLabel's label management solutions maximize value for businesses and their partners by giving them a single, scalable platform to manage all their global labeling and marking management needs. NiceLabel technology addresses the needs of the widest range of end-users and optimizes the performance of the widest range of printing and marking devices.

Citizen System's product range is a vast selection of varying POS, label, mobile, kiosk and photo printers. Priding themselves on reliability and durability, Citizen label printers are expertly engineered with robust mechanisms ensuring that specific needs of different applications are met. With many different features and functions, there is a label printer for any industry, task or application.

Jörk Schüßler, Marketing Director EMEA at Citizen Systems Europe, said: "We have always had a unique and strong partnership with NiceLabel but now we can invest more time and resources into the partnership and ensure that our printers and their software work together seamlessly. We want to develop and grow alongside our ISVs and we think that our new Citizen Consul Club for ISVs will be the ideal tool to facilitate that growth and development."

Paul Vogt, Marketing Director for Channel and Alliance at NiceLabel said; "We are proud to join Citizen Systems' ISV program. We are pleased to be associated with Citizen's powerful brand and high-quality printer products. NiceLabel's Label Management System helps Citizen's customers modernize their labeling and improve the quality, speed and efficiency of their labeling, while reducing cost. Our cloud-based (SaaS) label management solution enables companies of any size to centralize the label management processes and to move easily and quickly away from legacy software solutions that may be more of a hindrance to the process than anything else."

Visit the <u>Citizen Systems website</u> to learn more about the new Citizen Consul Club for ISVs.

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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.

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About NiceLabel

Established in 1993, NiceLabel is a leading global developer of label design software and label management systems that help companies of all sizes improve the quality, speed and efficiency of their labeling, while reducing cost. With the help of our label management systems, organizations are able to digitally transform their entire labeling process, from design to printing to label management. The result is a leaner, more agile operation that enables companies to respond more quickly to changing market conditions and requirements, get products to market faster and compete more effectively in the sectors where they do business. More at http://www.nicelabel.com

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